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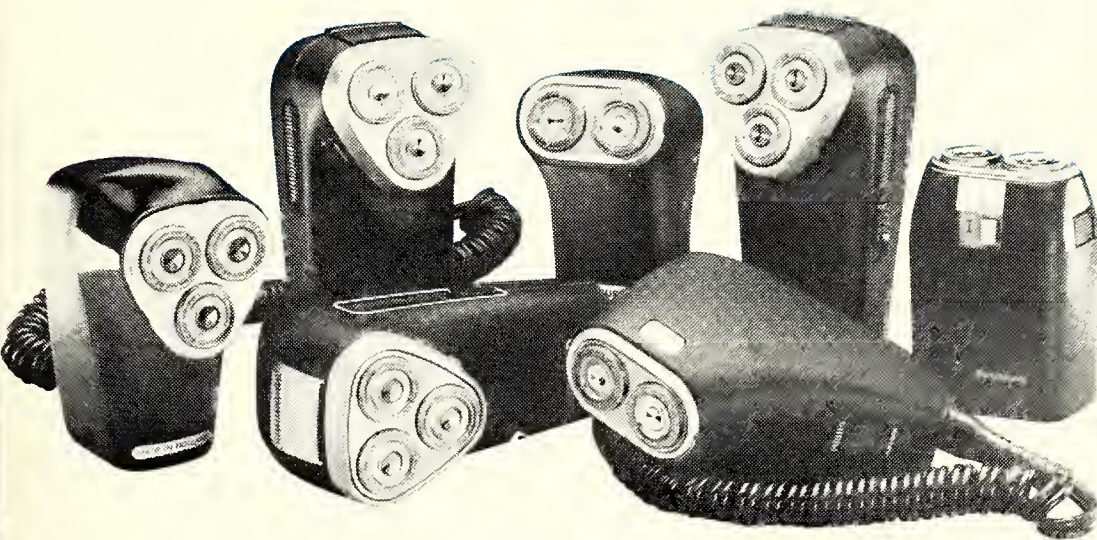
APRIL 16 1977

THE NEWSWEEKLY FOR PHARMACY



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Chemist & Druggist

The newsweekly for pharmacy

16 April 1977 Vol. 207 No. 5062

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Comment

Involving students

For any politically-minded pharmacist to attend an annual conference of the British Pharmaceutical Students Association is to step back into his or her own past. Many of the issues remain the same, and there is the same determination to right the wrongs of the profession the student is about to enter. That is as it should be, though naturally some of the "wrongs" may be viewed differently in the light of further experience.

But in recent years BPSA has been preoccupied with creating for itself a more formal relationship with the Pharmaceutical Society, and matters have come to something of a head this year with a rejection by Council of "branch" status for the Association at the Branch Representatives Meeting, but an agreement that BPSA should be permitted to put its own case to the BRM in May.

The students believe they should have "a more direct input of ideas to the Pharmaceutical Society" and anticipate that formation of a "new" association within the Society might provide a channel for close cooperation with the Society's membership and especially Council (p541).

We wish we could share the BPSA's faith that a change of status would overcome apathy among its own and the Society's rank and file members—the level at which benefits must be looked for, since executive-Council-secretariat contact and mutual influence are affected by the *people* concerned, not the status of the organisations they represent.

To justify their case, perhaps BPSA's delegates could present to the BRM examples of when and why the student viewpoint was not heard, or acted upon when it might have been expected to carry the day. In such a case, were all the available channels exhausted? Since the students seek a voice mainly on education, were their heads of schools approached, their universities, the CNAA? Did the executive "lobby" Council members or try to influence other pharmaceutical organisations? Were letters written to the pharmaceutical Press? Was any attempt made to persuade Society branches with schools of pharmacy in their area to put forward a motion to the BRM?

("Guests" the students may be, but reasoned argument will be heard with sympathy.) And would two BPSA votes at the BRM make any greater impact than can be achieved with the present fully independent status?

History is not really on the students' side in this issue, since there *are* cases in which student criticism has been instrumental in initiating change—the introduction of careers officers in the branches and greater control of the preregistration year by the Society come immediately to mind. Yet BPSA seems to be prepared to lose a measure of autonomy for some rather ill-defined and intangible benefits—and they must explain to the BRM why they think those benefits are worth an approach to the Privy Council for a change in the Society's by-laws.

Last week's BPSA conference—well organised and successful—showed clearly the students' keen interest in and concern for their chosen profession. They have only to speak to be heard by their elders—but the views they express will be judged more on merit than on whether BPSA is autonomous or a constituent part of the Society.

Extend range, Nielsen advise chemists

Some experimentation with new products might pay dividends for chemists if they are to show a better cash trading pattern in 1977 than they did in 1976—a year in which chemists, turnover kept pace with inflation solely through the pronounced increase in NHS business.

The advice comes from the A. C. Nielsen research company's first review of chemists' business for two years, in which the underlying trends were found to be those Nielsen have been reporting for the past decade (the gap in their reviews is due to "overhaul and updating" of the chemists sample—which does not include the Boots organisation).

Pointing out that NHS business is increasing at almost three times the rate of counter turnover (150 per cent again 60 per cent between 1971 and 1976), Nielsen have looked at the product mix kept by chemists to make sure that the leading brands are on offer. They studied nine product categories and found that in only one was the leading brand available from the whole sample. Advising experimentation with products, Nielsen caution that "much needed sales will be lost if the leading brands are not there for sale when customers want them."

By category the findings were as follows (percentage of chemists stocking):

Category	Leading brand
Films	98
Hot water bottles	97
Suntan preps	97
Rubber gloves	96
Sunglasses	95
Batteries	59
PVC gloves	40
Hair dryers	10
Torches	7

Chemists' total turnover for 1976 is put at £835m—22 per cent more than the previous year. But only 10 per cent increase was attributable to counter turnover:

Year-ago turnover gains (percentages)

	Total	Cash	NHS
1976	21.9	10.0	33.8
1975	20.2	16.3	24.3
1974	12.7	10.4	15.2
1973	9.7	6.0	13.4
1972	10.0	6.0	14.5
1971	10.0	10.0	10.0

Cash takings in 1976, say Nielsen, can only be described as "disappointing" and probably indicate a loss in volume sales. This is borne out by an analysis of 29 product classes audited regularly by Nielsen and accounting for almost 40 per cent of chemists' cash takings. The amount of money spent on these goods by customers was up by between 10 and 15 per cent in the bi-monthly reporting periods,

but units sold were up in only one period on the year-earlier figure and in others were down—to the extent of 8 per cent in one period. But Nielsen "look on the bright side" by adding that the pronounced fall in volume of sales seen throughout most of 1975 was not repeated.

Recording that NHS prescriptions increased in both numbers (up 7.5 per cent in the year to September 1976) and cost (up 25 per cent at least) Nielsen comment: "It would be quite wrong, however, to deduce from these figures that chemists are being feather-bedded by their contract with the National Health Service." The company quotes the Pharmaceutical Services Negotiating Committee's claim that the profit per prescription has fallen from an average of 3.91p in 1974 to 2.88p in 1976 at constant 1974 prices.

Nielsen Researcher, A. C. Nielsen Co Ltd, Nielsen House, Headington, Oxford.

Pharmacists 'have no time for doctoring'

Pharmacists should stick to pharmacy and leave doctoring to doctors, writes Dr Tom Mayer, an Ilford general practitioner, in last week's *Pulse*.

The life blood of UK pharmacists is retailing which is a full-time job, he says. "The chemist has no more time to do our job than we have to do his."

He considers as "rubbish" the comment in the Pharmaceutical Society's evidence to the Royal Commission on the NHS that pharmacists are society's experts in medicines. "Do pharmacists really know the effect of the medicines they hand over the counter? What feedback have they on the results of treatment other than the gossip heard above the ringing of the cash register?" Patients usually tell their doctor if they experience side effects from drugs, he maintains.

To stop receptionists writing prescriptions is nonsense, Dr Mayer continues. "My receptionist has been doing this for 12 years and could now teach gp trainees how to write out a prescription correctly."

Administrators urge cuts in drug expenditure

The Institute of Health Service Administrators is urging a detailed investigation of how spending on drugs at the family practitioner level can be controlled.

In its evidence to the Royal Commission on the NHS, the Institute says family practitioner expenditure should no longer be considered open-ended and not subject to budgetary control. In the hospital service, doctors and pharmacists

were already co-operating to reduce drug costs. The Institute suggests that if the Area Health Authorities were directly responsible for the administration of family practitioner services "greater possibilities of fruitful discussion with practitioners at a local level on the subject of drug and other costs would be opened up." Doctors should accept a more stringent examination of their prescribing with more cases being referred to the Local Medical Committees.

The evidence goes on to say that worker participation in the NHS should be limited to negotiating, consultative and advisory machinery and that there should be no provision for staff of any profession to be represented on health authorities. The Institute believes there is a conflict of role between officers, who as senior members of their profession are appointed to advise authorities, and other members of the same profession who become members of the authority; there are also practical problems involved in ensuring that each of the many disciplines in the NHS are represented on each authority.

'Dying' medicine men

"Medicine men of the High Street are dying", claimed the *Daily Mirror* last week when drawing attention to the problem of pharmacy closures.

The article mentions, in particular, areas around Waterloo (London), Salford (greater Manchester) and Melton Mowbray as being affected. "When a chemist shuts down, it can mean more pressure on local doctors to prescribe things like cough medicines or travel sickness pills. And more cost to the National Health Service." The *Daily Mirror* writer adds: "A dispenser, after four years training, can earn £100 a week."

Chemists' February sales

Retail sales by chemists and photographic goods dealers were 12 per cent higher during February than in the same month last year, according to Department of Industry statistics. The new sales index for all chemists was 186 (1971 = 100) while that of all businesses was 199, an increase of 15 per cent. Independent pharmacies' sales rose 5 per cent to an index of 147 whereas independent retailers generally had a 13 per cent increase to 179. Figures for multiples and Co-operative societies are not given and NHS receipts are excluded.

Poison sale led to fines

Chemcuts Ltd were fined £100 and £10 costs for selling Famel Syrup when not qualified to do so, and with selling the poison in a container not labelled in the prescribed manner, by Kings Lynn magistrates recently. The offences occurred at a branch in New Conduit Street, Kings Lynn, and arose from a visit by an inspector of the Pharmaceutical Society.

In defence Chemcuts said the product was supplied to the shop in error and was removed from sale as soon as the matter was mentioned. The company now have a new system to prevent such incidents.

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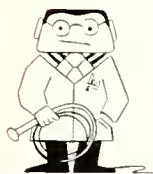
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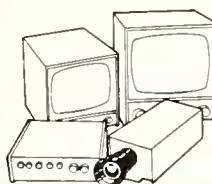
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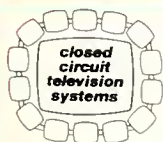


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Pharmacies win DITB Award

Four pharmacies are among the latest winners of the Distributive Industry Training Award introduced by the Distributive Industry Training Board. They are Hill-Smith (Warrington) Ltd, 72 Winwick Street, Warrington, Cheshire; Richardsons Chemists, 170 Park Avenue North, Northampton; Rexone Ltd, 17 The Butts Centre, Reading, Berks; Stoffer and Hunter, Newland Street, Witham, Essex. Other recipients are R. J. Bolton & Co Ltd, wholesalers of chemist sundries, House of Carmen Ltd and Warne Surgical Products Ltd.

Professions agree to see government about NHS

Representatives of the health professions have decided that a collective approach should be made to government on standards of patient care in the NHS. An informal meeting, called by Mr J. Bannerman, president of the Pharmaceutical Society, was held on Wednesday between members of the Society, the Bristol Dental Association, the British Medical Association and the Royal Colleges of Nursing and Surgeons to discuss the future of the NHS. The meeting expressed concern that standards of professional practice had been threatened by decisions of governments of both political parties. Representatives agreed to recommend to their parent bodies further discussions to decide on the approach to government.

Progress in metrication

"Metrication—Report to Parliament 1977", issued last week by the Department of Prices and Consumer Protection, is the first of a series arising from an undertaking given by the Government during the passage of the Weights and Measures Act 1976 that a report would be made each year on progress in the metrication programme. In individual product sectors, it is recorded that trading in industrial materials has been in metric for several years and rationalised metric ranges have been introduced for chemicals, pharmaceuticals, etc.

Metric units were introduced into medical and allied practice in the National Health Service in the latter part of 1975, and a programme for the metrication of health and safety at work legislation is under way. Many cosmetics, washing powders, fertilisers, insecticides, weed killers, etc, are now available in metric sizes, and metric bathroom and baby scales are being produced.

Imperial units to be phased out by December 31, 1977, include the chain,

Mr Richard Morgan (right), production services manager, Evans Medical Ltd, presenting the Evans Medal for services to hospital pharmacy to Mr William Mott, area pharmaceutical officer based in Doncaster. The presentation was made at the Guild of Hospital Pharmacists recent weekend school in Canterbury. Mr Mott was the Guild's salaries secretary for ten years



nautical mile, cubic yard, dram, inch of water (pressure), foot candle and knot. Units to be phased out by December 31, 1979, include the yard, square inch, square yard, cubic inch, cubic foot, dram, stone, quarter, hundredweight, ton, British thermal unit, therm, horsepower and degree Fahrenheit. No deadlines have been set for the following, but the position will be reviewed before December 31, 1979: inch, foot, fathom, mile, square foot, acre, fluid ounce, gill, pint, quart, gallon, ounce (avoirdupois and troy), and pound.

□ The Price Commission has suggested that prices should be voluntarily frozen during the changeover period to metric pack sizes. It considers that manufacturer's selling prices and recommended retail prices should not be increased for about two months around the date on which metric packs are introduced.

Smoking the main cause of high bronchitis morbidity

Bronchitis morbidity and mortality in the UK remain high despite decreased atmospheric pollution and better working conditions, according to the latest Office of Health Economics report. Cigarette smoking is now held to be the main cause of the disease.

In its booklet, "Preventing bronchitis", OHE argues that health education meas-

ures should be backed by progressive tax increases on cigarettes aimed to persuade smokers to stop. Bronchitis causes 10 per cent of all sickness absence from work in the UK and the deaths of about 30,000 people a year. Treatment cost the NHS about £100m in 1974 and a further £250m was lost to the economy through decreased productivity.

Co-op pharmacies urged to stock hardware to compete

Support for introducing hardware and stationery items into Co-op pharmacies appeared in *Co-operative News* recently. In his letter Mr D. Davison, a Co-operative chief executive and superintendent pharmacist, says that Co-op pharmacists are hardened to the philosophy "take only the best sellers in the grocery and leave the rest to the pharmacy". But, he asks, why is the bulk of the toiletries trade (and other trades) in the hands of Boots? Could it be because they are chemists—value for money with the tradition of quality behind it?

The merit of toiletries in groceries is accepted says Mr Davison, but surely any forward-looking society must similarly accept the merit of introducing jewellery, hardware, stationery, electrical, household, electronics, travel goods, etc, into its pharmacy department.

A paid negotiator better than unions

Pharmacists are turning to the unions for representation in the hope that they will be more effective than the Pharmaceutical Services Negotiating Committee—but they don't know what they are letting themselves in for, Mr G. Urwin, a PSNC member, told Brighton Branch of the National Pharmaceutical Association recently (Mr Urwin lost his seat on the NPA Board in last month's election). He said that ASTMS had stated publicly that if it achieved 30 per cent membership among retail pharmacists it would seek representation on PSNC; USDAW was also making inroads and with other trade unions representing particular factions the effect was to divide retail pharmacy against itself. In an industry worth £480m a year, "is there a man

brave enough to say that we could not be torn asunder by inter-union disputes?" Mr Urwin asked.

Rather than turn to the unions, Mr Urwin preferred that the PSNC should employ a paid negotiator while the Committee itself continued to make policy. "It is simply not enough to talk about militancy in pharmacy—militancy is taken out, dusted and put away again. We urgently need a swine to show us where the truffles are, for we can never come to grips with the real issues without organising the large silent majority. Only the few predators in pharmacy go from strength to strength, the multitude of grazers continue to be trodden on." But failure to survive would be self-inflicted through indifference.

Directory changes

The following changes have been notified since the 1977 edition of Chemist & Druggist Directory closed for press:

Anglian Aerosol and Packaging Co Ltd. Change of name (address remains as before): Anglian Manufacturing Chemists.

Berk Chemicals Trading Division. Change of name (address remains as before): Steetley Chemicals Ltd, Chemicals Trading Division.

Braun Electric (UK) Ltd. New address: Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex. Sunbury 85611.

Cox-Continental Ltd. New address: 93 Lewes Road, Brighton, Sussex BN2 3QJ. Brighton 63084.

Empress Marketing Ltd. New address: PO Box 27, 99 Robin Hood Lane, Hall Green, Birmingham B28 0JG. 021-744 6681.

Ferring Pharmaceuticals Ltd. New address: 7 York Street, Twickenham, Middlesex TW1 3JZ. 01-892 6648.

Lofthouse Chemical Products Ltd. Change of name (address remains as before): Lofthouse of Fleetwood Ltd.

Meyer & Myer Marketing Ltd. New address: North Street, Horsham, West Sussex RH12 1RG. Horsham (0403) 69361.

Organon Teknika. New address: Teknika House, Cromwell Road, St Neots, Cambridgeshire PE19 2EU. 0480 76963.

Philips Electrical Ltd, electrical appliances division. New address: City House, 420 London Road, Croydon, Surrey CR9 3QR. 01-689 2166.

M. A. Steinhard Ltd. Amended telephone number: 01-965 0194.

News in brief

□ The Distributive Industry Training Board has decided on three training areas eligible for "key" grants totalling nearly £2m, in the new training year. There will be 1,000 grants of £1,100, for industrial relations training; 1,000 grants of £750 for the training of senior training executives; and 50 grants, of £1,000, for the creation and training of management development advisers. Further details will be announced in the summer.

□ A form of insurance, believed to be unique and designed to indemnify employers against compensation awards made by industrial or employment appeal tribunals, has been launched by Employers Protection Insurance Services Ltd and is underwritten at Lloyds. Legal fees are also covered. The scheme covers proceedings under the Employment Protection Act, Trade Union and Labour Relations Act, Sex Discrimination Act, Equal Pay Act, Health and Safety at Work Act and



This stamp, issued by the government of Nicaragua in a campaign against malaria, features the Wellcome discovery Daraprim. The slogan says "Let us save the children" and a message on the back recommends a monthly dose of the drug to protect against the disease

A&H add names

Allen & Hanburys Ltd, London E2, have announced plans to introduce the engraving of product names on certain compressed tablet preparations. This will be done gradually, commencing with Ventolin 4mg, which will be engraved "Ventolin AH" around the perimeter on one side with the number "4" in the centre. Issue of the new-style tablets in the 500 pack begins this week and the company will notify subsequent changes as they are made.

Parliamentary advice

Mr Kenneth Clarke, MP, parliamentary adviser to the Pharmaceutical Society, is to speak on parliamentary affairs at Nottinghamshire Pharmaceutical Committee's Conference 1977. Also speaking at the conference, on Sunday, April 24, at Cripps Hall of residence, Nottingham University, are Mr A. J. Smith, chief executive, Pharmaceutical Services Negotiating Committee, on the provision of pharmaceutical services in the community and Mr M. D. Brining, financial executive, PSNC. Details from Mr H. Howarth, 26 May Avenue, Wollaton, Nottingham NG8 2NE.

the Race Relations Act. Further information from EPISL, PO Box 111, Sutton, Surrey (telephone 01-661 1616).

□ New tar and nicotine tables published by the Department of Health in the form of posters and leaflets repeat the advice that smokers should give up smoking entirely. Those who continue to smoke are urged to cut down and to reduce their "tar" intake by choosing a brand of cigarettes in the low to middle tar or preferably in the low tar groups in the table.

□ The Maternity Pay (Rebate) Regulations 1977 (SI 1977 no 322, HM Stationery Office, £0.15) effective from April 6, prescribe the manner and time in which employers are required to claim from the Secretary of State the rebates to which they are entitled in respect of maternity payments made.

□ The Employment Protection Act 1975 (Commencement No 7) Order 1977 (SI 1977 no 433(C15), HM Stationery Office, £0.10) brought into operation on April 6 provisions of the Act relating to time off for public duties and complaints to industrial tribunals.

Westminster report

Child-resistant packaging

Mr Patrick Jenkin asked the Secretary of State for Social Services if he would take steps to ensure the wider use of opaque strip or blister pack child-resistant tablet containers. Mr David Ennals replied that the Medicines Commission recommended the use of unit-packaging rather than re-closable child-resistant containers, but the Government had decided that it was necessary to permit the use of both types of packaging in order to accelerate the general introduction of child-resistant containers. The regulations for safety packaging for aspirin and paracetamol favoured the use of unit packaging. Companies marketing such products would by now have made their choice of containers to comply with the regulations and he did not consider it would be justifiable to seek any reversals of such decisions.

A draft British Standard for pharmaceutical unit-packaging for solid-dose medicinal products would soon be circulated to industry for public comment.

Clinical tests of sulindac

Asked by Mr Tierney if he would investigate the proposed tests and marketing techniques of the drug Clinoril (sulindac) marketed by Merck Sharpe & Dohme), Mr Roland Moyle, Minister of State for Health, said that officials from the Department of Health had investigated the proposed clinical assessment of Clinoril by general practitioners. He continued: "I am advised that the proposed trial is in accordance with the terms and conditions of the product licence for Clinoril, and that this and its marketing techniques do not contravene the code of practice of the pharmaceutical industry."

Free prescriptions

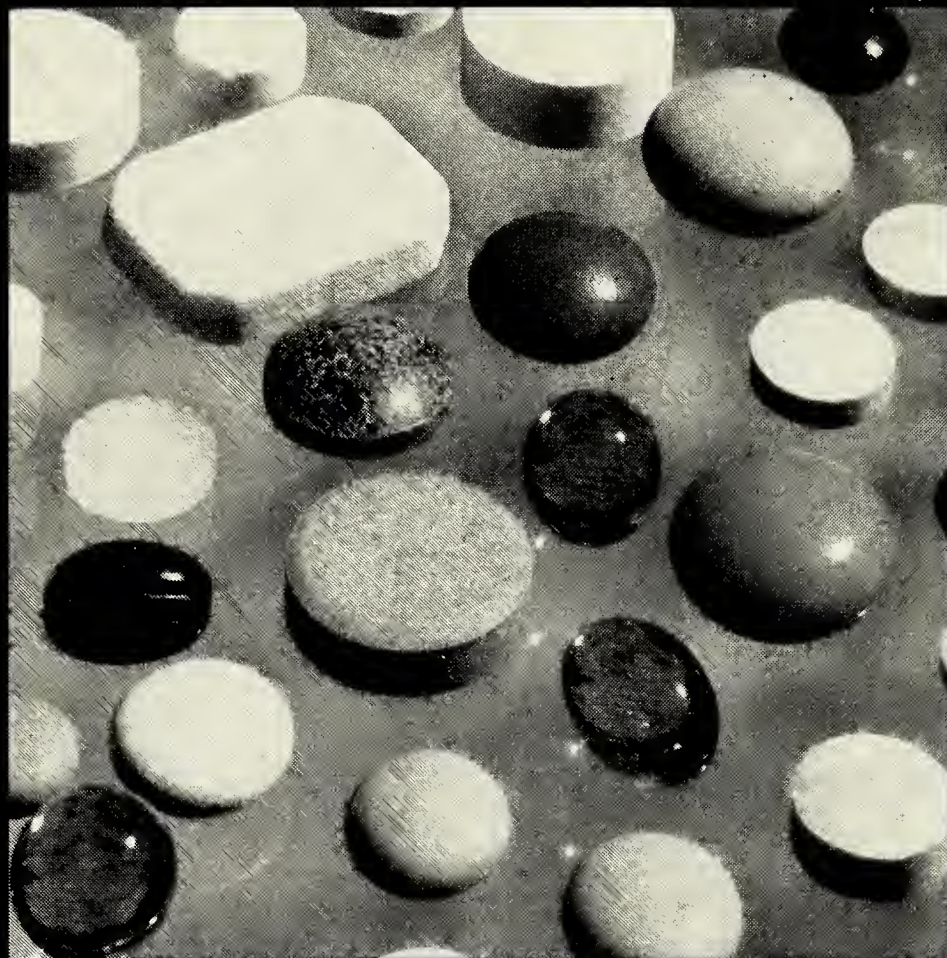
In a written Commons answer, Mr Stanley Orme, Minister for Social Security, reported that in 1975 an estimated 1,415,000 certificates of exemption from prescription charges were granted to persons receiving supplementary benefit, 151,000 to persons receiving family income supplement, and 15,000 to other low-income groups. Refunds were made to 9,000 persons receiving supplementary benefit and 6,000 persons in other low income groups; the figure for refunds to persons receiving family income supplement was not available.

Spirit surcharge now duty

Further to the recent Budget proposals, the Treasury has replaced the 10 per cent surcharge on spirits, beer, wine, made-wine, cider and perry applied December 15, 1976, with an increase in duty to approximately the same amount. The total tax burden will either remain unchanged or be slightly reduced.

The expression of alcohol strength by the proof system is to be changed to one of percentage alcohol by volume to comply with international systems.

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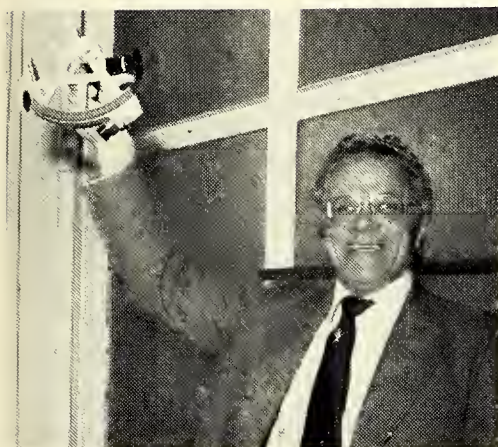
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People



Mr Deric Beaumont, MPS, has retired from Glaxo Laboratories Ltd after 21 years' service, the last three of them as sales promotion manager, pharmaceuticals division. He studied pharmacy at Manchester University and qualified in 1949. After managing retail pharmacies in Manchester and Cheshire, he joined Glaxo in January 1956 as a medical representative and later held a number of senior appointments in the field and at the company's Greenford headquarters. Mr Beaumont is pictured above with the sextant presented to him on his retirement.

Mr H. J. Street, a member of the board of Vestric Ltd since the company's formation in 1966, has retired after a total of 31 years' service with Vestric and its predecessors. Since 1972 he has been hospital and veterinary sales director.

Death

Noblet: Recently Mr Charles Noblet, FPS, Penwortham, Preston, Lancs. *Mr A. Medcalfe, secretary Lancashire Pharmaceutical Committee, writes:* "Mr Noblet joined the Lancashire committee in 1948 and I look upon working with him as one of the greatest privileges pharmacy has given me. In many ways an unassuming man, devoted to his family, he rapidly proved to be a good committee member with very sound understanding of the problems dealt with by the committee. He became chairman in 1961 and acted as such until the reorganisation in 1974, being also a member of the Lancashire executive committee where he lost no opportunity of enhancing the image of pharmacy. After reorganisation, the committee showed its sound judgment by asking him to continue as chairman and act as representative on the Family Practitioner Committee where he spoke with great personal authority on matters relating to the administration of the pharmaceutical service. He was chairman of the Lancashire Area Pharmaceutical Advisory Committee and a member of the Regional Pharmaceutical Committee. As a chairman he displayed a remarkable blend of firmness, tolerance and good humour which made meetings of the committee both a pleasure to attend, and productive of much good work. He will be sadly missed by pharmacists in Lancashire."

Topical reflections

BY XRAYSER

What?

I read your report on "How to buy toiletries", according to a publication calling itself *Which?* (p484). I was glad you published the item, for after one year's subscription to the paper I decided to call it a day, not one whit the wiser for the effort involved in trying to absorb the mass of detail. It appears that the organisation responsible for the advice offered has found that independent chemists as a group are often the most expensive outlet for toilet products—in this case soap, shampoo, fluoride toothpaste, razor blades, deodorant and antiperspirant aerosols, talcum powder and man-size tissues.

One must suppose that some object is accomplished by the surveys undertaken by Consumers' Association, but a reading of the report merely confirms what has been painfully obvious in the modern business world for some time. For example, Woolworths were cheapest for seven brands and dearest for three, while supermarkets were cheapest for seven and dearest for four. Boots were cheapest for seven branded products and dearest for three. Other chain chemists were most expensive for two brands, but independent chemists were most expensive of all outlets for no fewer than 16 out of the 28 branded products examined. (The figure suggests that the independents were cheaper than some for 12 products.) The arithmetic and the probabilities defy analysis.

The advice, as ever, is to shop around. It may be sound to do so, provided one has the time to do it and has been assiduous in attending keep-fit classes. But there is always the problem set by the fact that what was cheapest here the last time is now the dearest, and the feverish quest is on again. I am sure that shopping was simpler in an age in which there was stability in prices, but that is unlikely to come again. So, hand me the wintergreen and the spiked running shoes. I must look for some relatively new phenomenon like discount drug stores and cut price chemists.

More arithmetic

Your special feature relating to personal hygiene has a paragraph dealing with what is euphemistically described as head infestation—there is to be a full scale national campaign against a suspected million and a half cases in Britain. That, of course, is counting heads, and not the invaders. For a number of years there seemed to be a big reduction in such cases, due, it was thought, to a number of circumstances—better hygiene, more effective treatments, and shorter hair in both sexes. We have, in recent years, been passing through a phase of what have been described as hair-styles. (I feel self-conscious, in my present denuded state, of entering the portals of a hair-stylist, appreciating the problems I pose to the tonsorial artist, though conscious of the fact that, on a system of averaging, I am contributing to the treatment being undergone by the hirsute youth in the next chair.)

Times change

But times change, and no longer am I asked for stavesacre seed, or quassia chips, or sassafras oil, the last-named always in demand at the last minute when one had an evening engagement. Sassafras was penetrating rather than fragrant, and it was persistent and clinging. There were sundry ointments in demand also, and there was, about the time school took up, what the markets reporter would probably describe as a "renewed interest" in small-tooth combs, all bearing the emblem of an elephant. It seemed to be the pharmaceutical equivalent of taking a sledge-hammer to crack a nut—or should it be nit?

Poor outlook for cosmetics

Cosmetics and toiletries compete now not just with other brands but with all goods and services, according to Communications & Marketing Partnership Ltd.

Their latest Cosmetics & Toiletry Preparations Review, covering July-September 1976, says that it is now clear that the depressive effects of hyper-inflation on consumer demand for cosmetics and toiletries is mounting and suggests that manufacturers' plans must be directed towards increasing their share of a contracting consumer spend.

In the 12 months to September 1976 sales of cosmetics and toiletries as defined by the report reached a level of just over £363 million at msp, representing an increase over the corresponding year ago figure of 11.8 per cent. Because prices as measured by the wholesale price index for manufactured goods in this category increased by 17 per cent, this indicates a decrease in volume demand of around 5 per cent. This reduction has come about despite greater exposure to advertising. During the year to September 1976 advertising expenditure amounted to £36.5m, an increase of 25 per cent on the year ago figure and an increase which was probably greater than the rise in advertising rates.

Hardest hit was probably the "make-up items" category whose real growth (or otherwise) was -11.2 per cent, closely followed by men's toiletries at -11.1 per cent. Other figures are: fragrances -3.2 per cent; skin care -5.6 per cent; hair preparations -4.3 per cent; shampoos -1.0 per cent; dental products -2.3 per cent and other toiletries -6.2 per cent.

Consumers are showing increasing discrimination in their purchasing as continually rising prices reduce the spending power of their income, a trend which is likely to continue, the report concludes, so from a consumer demand point of view the next year does not look bright.

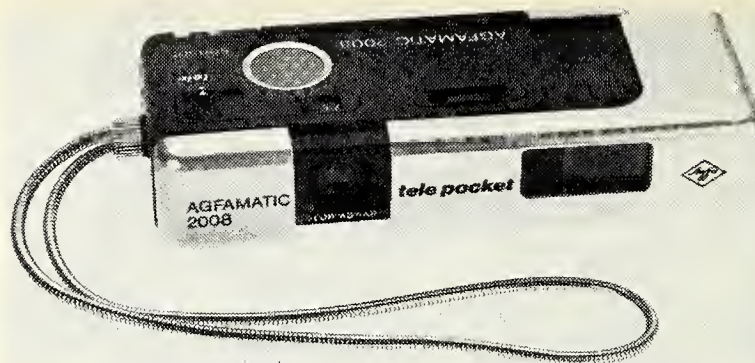
Photographic

Telephoto for the pocket

Agfa have added the Agfomatic 2008 tele-pocket, to their range of 110 cameras in the UK. Based on the successful Agfomatic 2000, the 2008 tele-pocket has an Agfa Color Agnar f/10.7, 26/43mm telephoto lens plus Sensor release, Repitomatic "squeeze-action" wind-on, and two exposure settings.

Conveniently positioned on the top of the camera is the "tele" switch—the user simply slides the switch to convert the focal length of the lens from 26mm to 43mm. At the same time the viewfinder image is enlarged (not masked off as with some other "tele" pocket cameras). The camera also has provision for Philips Topflash instead of cube flash. This new flash

The new Agfomatic 2008 tele-pocket 110 camera gives focal length conversion at the touch of a switch



system requires no batteries or cube revolving mechanism and is said to reduce the "red eyes" effect often seen on colour pictures.

Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex, expect the Agfomatic 2008 tele-pocket to retail at around £31 for the presentation outfit complete with an Agfacolour CNS2 print film, Philips Topflash unit and wrist chain.

New services from Napcolour

Napcolour have launched a range of new services "designed to give photographers more pleasure from their pictures and to increase the dealer's turnover and profit."

Customers' favourite prints may be made into high quality drink coasters in sets of six at enprint sizes, and 10 × 8in photo table mats, also in set of six may be produced from a single, oblong negative—a laminated finish protects the mats against heat up to 180°F (83°C).

Jig-photos are described as "a really fun

way to enjoy photography—8 × 8in or 8 × 10in colour enlargements, produced from the customer's own negative—mounted onto a card and made into a jig-saw of approximately 80 pieces.

Master prints on canvas have "all the beauty of an oil painting" created by making an 8 × 8in or 8 × 10in enlargement and mounting it onto canvas, complete with attractive gilt frame.

Already an established Napcolour product, Silkline has been included in the new range—a complete enlargement package of a 5 × 5in or 5 × 7in silk enlargement, a self-standing dual photo-mount with space for the customer's own favourite enprint, plus a printed envelope for posting Silkline to relatives and friends.

Napcolour Ltd, 76 Lower Bridge Street, Chester, have christened the new service the "Pleasure Plus" range. It is backed by a full range of colourful display material and a colour leaflet, entitled "How to get more pleasure from your photography".

Promotions explosion to start the year

A striking feature of the promotional scene so far this year has been the leap in new promotions. Across the board of the 22 product categories measured by M.S. Surveys & Promotional Services Ltd the increase amounts to 83 per cent.

The beauty aids section of the chemist group of products has shared fully in the expansion, the percentage differences comparing the first two months of 1977 with those of 1976 being:

Baby foods	-60.00
Toiletries	+87.50
Cosmetics	+200.00
Hair preparations and shampoos	+100.00

The category of "all medicinal products" cannot be expressed in percentage terms since there were no new promotions for January and February while there were two for that period in 1976.

The average expansion of promotional activity for the 22 product categories over the two opening months, however, was only 2 per cent above the same period last year. New product introductions, by contrast, were up by nearly 24 per cent.

	1977	1976
Baby foods
Toiletries
Cosmetics
Hair preparations and shampoos
All medicinal products

There is reason to expect a sharp increase in the rate of new product introductions in the chemist group during the months immediately ahead. For example, Elida Gibbs will be relaunching the

Three Wishes range of toiletries, an operation involving considerable reformulations as to perfumes and strengths.

Taking the new promotions with those already running across the 22 product categories in February, the total was 952. Included are those in operation for Boots and Woolworth. For the chemist group, a total of 170 were running:

Baby foods	7
Toiletries	101
Cosmetics	28
Hair preparations, etc	32
All medicinal products	2

It is now possible, in co-operation with M.S. Surveys & Promotional Services Ltd to present each month a breakdown of those promotions running in the chemist group of products but which were not available to the chemist trade (including Boots and Woolworths). These are the "tailor made" promotions arranged with the grocery supermarket groups.

Last February there were 27 promotions of this confined variety, all but one of them on an own label basis:

Toiletries	7
Cosmetics	5
Hair preparations, etc	14

Across the 22 product categories the form of promotion most favoured by manufacturers during the first two months of this year continued to be the reduced-price offer, followed by the coupon, with the self-liquidator third—the first two showing big gains over the same period in 1976. The contest technique of stimulating sales continued to lose favour.

New products and packs

Dietary

Food drink from Cow & Gate

The first non-infant food product from Cow & Gate is being test-marketed in the Granada television region. Called Vitarich, this nutritional drink for adults is in malted and chocolate flavours (454g, £0.75). Two half-pint mugs of Vitarich made with milk will, it is claimed, provide all the recommended adult daily intake of vitamins and calcium and half the requirement of iron and protein. The product is a blend of skimmed milk, vegetable fat, glucose, modified whey, yeast extract, caramel and essential vitamins and minerals. It is particularly useful to those who cannot eat or prepare balanced meals.

Cow & Gate director Tony Silk said: "Vitarich may seem a major departure from our traditional baby feeding products. However it requires the same type of technology, sales and distribution and close co-operation with the medical profession. It is a natural extension."



The television campaign will be supported by advertising in professional and medical publications, trade promotions, money-off coupons and free sachets in women's magazines. There will also be a series of tasting sessions at Mecca social clubs (Cow & Gate Babyfoods Ltd, Trowbridge, Wilts).

Haircare

Resdan dandruff treatment

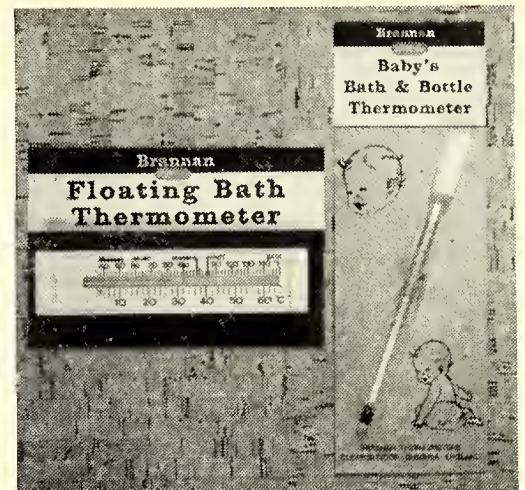
Resdan, a new dandruff treatment, hair-dressing and conditioner, is being test-marketed in Northern Ireland and mid-Scotland by International Chemical Co Ltd. Resdan (£0.65), which contains cetrimide and phenoxyethanol, is said to have a high scalp penetration factor, a negative charge to counter static electricity in the hair and activity against bacteria which aggravate scalp desquamation.

In Ulster, there will be a year-round advertising campaign and in Scotland there will be a year round advertising campaign on Radio Clyde. A launch bonus is being offered of 12 charged as 10 during April (International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET).

Sundries

Brannan thermometers

S. Brannan & Sons Ltd have launched three new lines for chemists. A floating bath thermometer is available clearly printed in °C and °F on its plastic case and has a red spirit tube recessed into the front. The baby's bath and bottle thermometer (£1.34) is 155mm long in a clear pocket case, the safe zone for food and bath water is marked, plus °C and °F



figuring, all being permanent and legible. Following requests for a carded assortment of indoor and outdoor thermometers the company has introduced a Lakeland card which contains thermometers priced between £0.65 and £0.96 (S. Brannan & Sons Ltd, Cleator Moor, Cumbria).

on TV next week

Allurell d'Elnett: All except E

Anadin: All areas

Aspro Clear: All areas

Braun: All areas

Crest: All except E

Elastoplast: All areas

Farley's rusks: All except E, CI

Harmony colourant: Y, NE

Max Factor Maxi-lash: All except E

Milton crystals: M

Odor Eaters: All areas

Radox Showerfresh: All except U, E

Slender: All areas

Soft & Gentle: All areas

Sudocrem: Lc

Sure: All areas

Sunsilk hairspray: All areas

Sensitive lenses: Ln, M, Lc, Sc, A, So

Vitarich: Lc

Hay fever protection that chemists don't sneeze at

Every pocket-pack of 'Histryl' offers your customers rapid relief and sustained protection from hay fever symptoms.

The 'Histryl' seasonal offer:

- * **Low Outlay** Only £4.00 per outer of 12 charged as 10 (excluding VAT)
- * **High Profit** Retail price of 65p (including VAT) per pocket-pack means a profit of £3.17½ per outer.

Available from your usual wholesaler.

'Histryl' and 'Spansule' are trademarks

SK&F Smith Kline & French Laboratories Limited,
Welwyn Garden City, Hertfordshire AL7 1EY.

Trade News

Ashe take over Sebbix, Vitapointe and Bisks

Ashe Laboratories Ltd, Kingston Road, Leatherhead, Surrey, have purchased Sebbix, Vitapointe and Bisks product ranges from Fisons Ltd. Norman Long, marketing director of Ashe, has released details of how the new acquisitions will be integrated into the company; under sales managers, Digby Greenhill in the north and John Brooke in the south, the Ashe sales force will begin handling the products on April 25. On the product management side Sebbix anti-dandruff shampoos will become part of the Ashe pharmaceutical group, which is the responsibility of Duncan McLaughlin. Vitapointe will fit into the Eugene hair care group which, with toiletries, is managed by Cynthia Harris. Bisks will join Sucron and Simbix in the Ashe dietary range handled by Ken Butler.

IDC move to Worcester

International Disposables Corporation (UK) Ltd, in association with Derrydown Disposables Ltd, have moved their factory to Worcester. In addition to manufacturing, the company will in future be handling their own sales and distribution from Navigation Road, Diglis, Worcester WR5 3DE. The Caroline nappies available from the company will be larger in size from now on and have soft ends, the rest of the range remains the same.

Dicynene theatre pack

Dicynene theatre pack has been introduced by Delandale Laboratories Ltd, 37 Old Dover Road, Canterbury, Kent. Each graduated disposable cartrix syringe contains 1g ethamsylate in 2ml for intravenous or intramuscular use (10 syringes with one reusable holder, £19.40 trade). The dose is 1.5ml intravenously before surgery followed by a further 0.5ml later if necessary. Packs of ten Dicynene ampoules have been re-named as ward packs.

Diagnostics available

Worthington Diagnostics, a division of Millipore (UK) Ltd, has established its UK sales office and warehouse at Millipore House, Abbey Road, London NW10 7SP. The division stocks reagent kits, controls, standards, and electro-immunoassay reagent sets.

Rabro distribution

Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey GU7 2AB, have taken over the distribution of Rabro tablets from Syntex Pharmaceuticals Ltd.

Supplies of Sterl range

Alcam Pharmaceuticals Ltd, manufacturers of the Steri range of contact lens solutions point out that, though their products are available through Unichem and

other wholesalers, in cases of difficulty they will supply goods direct from 14 Childs Place, London SW5, together with their booklet on lens solutions.

Histicaps 200mg

Geistlich Sons Ltd, Newton Bank, Long Lane, Chester CH2 3QZ, have introduced the trade name Histicaps for their preparation l-histidine hydrochloride capsules.

Farley's rusks on television

A national television campaign for Farley's rusks begins on April 18, featuring the theme, "Watch them grow up on Farley's". Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA, say that new packs emphasise the vitamin and nutrient content of the rusks.

Musical potty

The Nursery Educational Aid Centre, 54 Shepherds Bush Market, London W12 4DF, now has the musical potty ready for

sale through chemists. The musical potty (£3.85 trade) is described as "a new and highly successful method of toilet training"; youngsters soon realise they can only hear the tune after successfully using the potty. In the bottom of the potty are non-corrosive metal studs; once soiled liquid or motion makes contact with the studs, energy from a 1½ volt HP2 Ever Ready torch battery flows through the mechanism and operates the musical box. The musical potty is now on display at the Disabled Living Foundation Aids Centre.

Camberwick Green toothpaste

A Cola flavoured toothpaste has been added to the range of Camberwick Green toothpaste from LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9 9JJ. The toothpaste (£0.26½) named after the popular children's television series, is now available in four varieties, strawberry, minty, fruity and the new Cola flavour which replaces the cherry. The



EAREX for EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems. And benefit from the continual support of a relieved customer.



EAREX gentle eardrops

The brand leader for earwax relief.

**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*

company says that this is the first time that a Cola flavour toothpaste has been developed in this country and adds, "It will be especially popular with parents as a way of persuading young children to develop better teeth cleaning habits".

To coincide with the launch the company has introduced a floor standing display unit with a headboard pre-packed with a dozen of each of the four flavours, a dozen Camberwick Green soaps and a dozen talcum powders. The unit will be available until the end of May.

The tenth Miss Pears

Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY, are putting mass coverage behind the tenth Miss Pears competition. Entry details are included in whole page colour insertions in *Family Circle*, *TV Times*, *My Weekly*, *Woman* and *Woman's Own* beginning April 28 and there will be additional support from a double crown poster which will be available to chemists. This year's competition will close on June 2 and the crowning day is July 26: entries should be accompanied by a snapshot taken after July 1976 and a Pears soap carton.

Slender's 'horrible reminder'

A nationwide television campaign for Slender has been planned by the Carnation Food Co Ltd, 11 High Road, London N2 8AW, and will run through April and May. Entitled "horrible reminder" the commercials feature actress Margi Campi showing how the product has helped to keep her trim, with photographs of what she looked like before. The campaign will be backed by full-page advertisements in slimming publications.

LRC open trade centre

LRC International Ltd are opening LRC Trade Centre '77 at 17 Baker Street, London W1, during April and early May. Trade visitors can view a selection of products from LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9 9JJ, including Marigold housegloves, Liquid Gumption cleansers, proprietary medicines, dentifrices, hair and beauty products. Customers interested in items displayed will be put in telephone contact with sales staff at the group's locations throughout the UK.

Bic razor sales aid

A new sales aid is available from Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG, for stockists of the Bic razor. Bearing the slogan "Stockist of Bic razor" the double sided wall card depicts a hand holding the razor. It has a self-adhesive strip on one edge to fix it onto any smooth vertical surface without taking up valuable shelf space. Nine inches high, it projects only eight inches and is enclosed in a protective plastic coat so that it can be sponged clean easily.

Polaroid detail plans

The nationwide advertising campaign for Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR, began with advertisements in the national newspapers telling readers of the "50p off" film promotion with Polaroid type 88 film. A television commercial will appear in mid-April promoting the Super Colour Swinger

and the two ways that Polaroid offer to make instant pictures is the theme of the double page colour advertisements in magazines and Sunday supplements. The new SX-70 Alpha i de luxe camera is featured in colour advertisements in the photographic hobby Press during the early summer months. The company has also made a variety of advertisements available for dealers to place in local newspapers.

Ambre Solaire advertising

Ambre Solaire sun tan products from Golden Ltd, 18 Bruton Street, London W1A 1BX, will be backed this year with a total promotional budget of £300,000. £200,000 of this total will be spent on a Press and television campaign. During May, June and July, double page advertisements will appear in *Vogue*. Over 21, *She*, *Woman's Realm* and *Family Circle*. The television commercial will be shown nationally during May and June.

PLJ's French breakfast

Beecham's Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, are providing television support for PLJ in two bursts between now and the end of July. The campaign will feature the "French breakfast" commercial which the company used in 1976. All the major slimming publications will carry the PLJ Press campaign throughout the year. "1977 is going to be a busy year for PLJ" reports marketing director Eddie Dayan. "We are determined to build on the good base established for the repackaged brand".

Nivea talc

Nivea Toiletries, Surbiton, Surrey, have introduced a finely milled talcum powder to their range. The Nivea talc (£0.56) is lightly fragranced to avoid masking other perfumes. It will be available in a 250g tin for sale from early June.

Jeyes competition

Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, are running a national consumer gardening competition with Jeyes Fluid. The competition is being organised in conjunction with Spear & Jackson Ltd and will be carried on over half a million 300ml and 1 litre packs. The winner will receive a 17-day winter holiday for two in the Seychelles, the second prize winner will receive a £100 voucher for Spear & Jackson garden hand tools and 40 runners up will receive a similar £50 voucher. The competition closes at the end of September.

Scholl corn pads

An educational advertising campaign will promote Zino corn pads from Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH, during May and June. The campaign will use daily and Sunday papers, including the *Sun* and the *News of the World* and the copy explains that Scholl removal pads are available for two different types: of corn, the hard corns on the top or outside of the toes and soft corns which occur between the toes.

Veeto merchandiser

Now being sold in, the Veeto prepackaged merchandiser from Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 8DD, offers price reductions to customers. The unit holds three aerosol



mousse packs, flashed 15p off, three lotions at 10p off, six large cream at 9p off, six medium cream at 7p off and six small cream at 5p off.

Fabergé for Father's Day

Fabergé Inc, Ridgeway, Iver, Bucks, remind pharmacists that Father's Day is on June 19 and offer two Brut lines and two West lines, with a 50p gift voucher redeemable against the next purchase. The lines are Brut lotion or Brut spray lotion at £2.45 or West lotion and spray lotion at £2.25. Coupons are valid from June 20 to July 31 and are available for sale from May 5. Another "hot" line for fathers, suggests the company, is Hugo the Hippo shaped Brut perfumed soap (£2.25).

Large sizes of some Fabergé products will also be available for sale from mid-May. For the ladies, there are double size Kiku (£1.45) and Xanadu (£1.35) hand and body lotion and 200g of the Kiku or Xanadu antiperspirants (£1.25). For the men twice the normal amount of Fabergé West antiperspirant, spray deodorant and talc will be available for the price of a standard size.

A Kiku carry pack is now available from the company. The pack contains an eau de parfum spray and a free Kiku roll-on deodorant (£1.95).

Thick Ibcol introduced

Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, have introduced a directional squeeze disinfectant, thick Ibcol, a reformulation of the company's leading brand of disinfectant. The launch is to be supported by a television campaign in the London area, from June 6 for 6 weeks. The directional squeeze packs will enable the user to gain access to awkward places. There will be an introductory offer of 4p off the 500ml bottles and 2½p off the 300ml bottles. The timing of the launch is particularly appropriate, explained marketing director, John Morrison, "It is exactly one hundred years ago that our founder John Jeyes introduced the world's first commercial disinfectant. It is fitting therefore that the company should embark upon its second century as it did its first—with a revolutionary breakthrough towards improving standards of hygiene."

Allurell on television

The first burst of television advertising for Allurell d'Elnett from L'Oreal (Golden Ltd) 18 Bruton Street, London W1A 1BX is appearing in all regions except Eire. The advertisement will be seen again in September.

Continued on p534

Trade News

Continued from p533

Payroll service

A new computerised payroll service has been introduced by the Gordon & Gotch Computer Group, 32 Scrutton Street, London EC2A 4SS. Known as Minipay, the service costs £7.50 per payroll run for companies with up to 75 employees.

The objective is to relieve employers too small to have full-time pay clerks of the time-consuming routine of calculating wages, etc. Users of Minipay are given two input forms—one to establish an employee's basic file details, one to record once-only pay variations—and each payroll run schedule. Benefits include pay-slips designed to meet the new statutory demands, plus copies for users' records; an edit payroll commentary which lists every item input for each employee; a comprehensive report by departments of all totals for the current payroll and tax year to date, including a coin and note analysis; a bank credit transfer slip for each employee, where required, plus a listing summary of credit transfer for the bank; and at the end of the tax year the P9/11/60/35 forms for distribution according to current legislation.

Radox in Co-op promotion

For the Silver Jubilee celebrations Radox is offering customers the chance to win £4,500 in bags of silver in a competition organised through Co-op grocery stores. For the period of the competition Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks, are issuing Radox in special packs featuring the Co-op's own Jubilee celebration symbol and offering the customer 20 per cent extra product free.

Pretty Polly support

A national promotion for Pretty Polly support hosiery from Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP, will be available from May 1 to 30. Consumers save £0.45 on Tru Support tights, £0.15 on Stand Easies stockings, £0.29 on Lycra seamfree support stockings, £0.07 on trim tights and £0.06 on the recently introduced non stop super sheer comfort tights.

Silver Jubilee buses

A Philips Silver Jubilee silver double-decker bus was given a Champagne send-off from Southend-on-Sea on March 16. It is one of the 25 silver buses available from the National Bus Company which will operate on normal scheduled routes in five regions, with one bus per area. Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS, have sponsored the Jubilee bus which will operate between Southend and Kings Cross; it is the only Jubilee celebration vehicle in the Eastern National Omnibus company's fleet.

Another Silver Jubilee bus which will be run by London Transport has been taken

over by J. Goddard & Sons Ltd, Frimley Green, Camberley, Surrey, to operate on routes 12, 15 and 137.

Delial promotions

Bayer UK Ltd, Haywards Heath, West Sussex RH16 1TP, are mounting two major promotions this summer for Delial sun tan products. The first is a Delial belt which is being offered through a coupon on 500,000 Delial leaflets in chemists from May for £0.75. Ten "golden girls" will sample the products to potential users from June to July in 43 major resorts.

Debut of Rochas Tiga

The Monsieur Rochas Tiga SC77 sports racing car was to make its debut at Oulton Park on Good Friday. The car will be sponsored throughout the season by Rochas Perfumes Ltd, 27 Grosvenor Street, London W1X 9FE, and will compete in all 20 events planned for the new sports 2000 category, which brings two-seater racing back to British circuits. The driver is John L. Webb.

Henna added to Evanol range

Henna powder has been added to the Evanol range of hair colourants from Benton Beauty Products Ltd, Naseby House, 49 Elwood Street, London N5 1EE. The contents of the plastic pot (100g, £0.50) are sufficient for one or two applications and the powder adds a red tone to the hair.

Energen Brownwheat

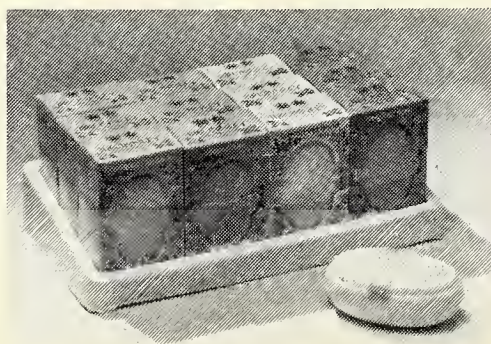
RHM Foods Ltd, Victoria Road, London NW10 6NU, have introduced Brownwheat crispbread (£0.19) to their starch reduced, low carbohydrate range. It is made, the company says, from natural wheatmeal and its launch coincides with current trends toward more natural foods in the diet. The launch will be supported by advertisements in the main slimming magazines.

Lenium repackaged

"Dumpy" tube packaging offering improved stand-up display with greater shelf impact has been designed for Lenium shampoo by Winthrop Pharmaceuticals, Winthrop House, Surbiton, Surrey KT6 4PH. The new tubes come in two sizes; 42g (£0.47) and 100g (£0.80). A 9g sachet (£0.12) is also available. Supporting display material comprises a shelf unit and a shelf edger.

Bronnley counter dispensers

H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR, have introduced a new counter dispenser tray to aid customer selection of their recently introduced single pack almond oil toilet soaps.



Following Monsieur Worth

Motor racing fans will be able to follow the Monsieur Worth Alfetta GTV 2000 around the country this season. Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG, first raced their car at Brands Hatch on March 20 (see *C&D*, March 5, p291); the diary for the rest of the season is April 17—Cadwell Park, May 1—Snetterton, May 29—Brands Hatch, June 7—Donnington Park, June 26—Mallory Park, July 10—Snetterton, July 31—Donnington Park, August 7—Croft Aerodrome, August 14—Brands Hatch, September 4—Silverstone, September 24 and October 7—Oulton Park, October 23—Mallory Park, finishing on October 30 at Thruxton Park again.

Rayban sunglasses

Autoglaze Optical Co Ltd, 58 High Street, Thornton Heath, Surrey CR4 8LF, have recently been appointed one of the six main distributors for the Bausch and Lomb Rayban sunglasses. These sunglasses are described as "internationally famous" and so the company anticipates a heavy demand in 1977, especially from an increasing number of foreign visitors to whom the name Rayban will be familiar. Colour showcards, window stickers, display stands and other point of sale aids are available to support stock orders.

Kwells advertise

An advertising campaign for Kwells from Nicholas Laboratories, 225 Bath Road, Slough, Berks SL1 4AU, will break in leading women's magazines in May to coincide with the coming holiday period. A trade bonus is still running.

Aladdin flask orders

All inquiries and orders for Aladdin vacuum flasks should be directed to Aladdin Industries Ltd, Brenda Road, Hartlepool, Cleveland (telephone (0429) 65531). The marketing department will still operate from the Greenford address.

Johnson's liners sampled

A sampling operation for Baby-dry one-way nappy liners from Johnson & Johnson Ltd, Slough, Berks SL1 4EA, will be conducted in *Mother* magazine this month.

Max Factor shadow offer

Max Factor Ltd, 16 Old Bond Street, London W1X 3AH, are offering Buff-on eye shadow at 30p off the recommended retail price through independent chemists only, while stocks last.

Next Numark promotion

The next Numark national promotion will run in store from May 2-May 14 and products will include Surc antiperspirant aerosol small at £0.22, large £0.27, Kleenex toilet tissue £0.23, Kotex Simplicity 1 £0.28 and £0.55, Simplicity 2 £0.30 and £0.59, Gerber strained baby foods £0.10, junior £0.17, Brut 33 splash on lotion £0.85, Elastoplast Airstrip and fabric £0.17 and £0.25. Optional extras include Lanacane medicated creme, Andrews liver salt, Phensic and Germolene medicated foot spray 25 per cent added.

Products on promotion will be advertised in the national and regional Press, and in certain areas on television. Local Numark wholesalers offer members specially promoted items which vary from franchise to franchise.

How to spot the brand leader.

Can it be bought in economy and standard sizes? And if so, are refills also available?

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Does it offer your customers a range of five fragrances?



Mum really works-for you

SHOPFITTING

Timing is vital when refitting

Anyone contemplating a refit of their premises should realise that timing and organisation are essential if business is not to suffer. Howard Myers, managing director, S. I. Myers Ltd, 80 Old Street, London EC1, sums it up by saying "We can never be called in early enough".

Town planning for shopfronts and building regulations can rarely be discussed too early, he says. There may be restrictions on fascia heights, illumination requirements and other alterations required. Town planning often takes six to eight weeks and no reputable shopfitter will advise starting any alterations before receipt of planning permission. For new businesses, rent free periods can often be "eaten up" by waiting for approval.

A sensible programme of works must be agreed with all contractors eg plumbers, electricians, decorators, and a realistic timetable drawn up. As Mr Myers says: "It's better to know the truth about time and have no problems later".

If called in early enough Myers will advise on shop size and proportions while the lease or purchase is being negotiated. For established premises a reasonably accurate estimate can be given based on inspection or from a questionnaire. However, if the delay between estimate and work is too long prices may change considerably and this should be discussed at the time of estimate.

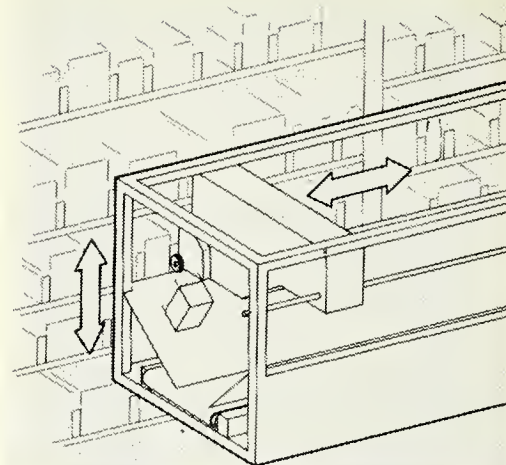
How modernisation is carried out depends on the nature of the business. It

may be better phased over a period or completed in one stage. Staging over a period aids cash flow and if the direct business—increasing phases can be completed first, more money may be available for later stages. However, phased modernisation will probably be more expensive.

Organisation can be easier with a phased refit because different sections of the business can be "shut down" and the contractor allowed to get on. Where a one stage refit is decided (the shopfront is best done as a separate stage because of the security problems) speed is required.

Myers say that if the shop is emptied on a Saturday evening they can usually install the new units by Sunday afternoon, allowing stock to be replaced ready for "normal business" Monday morning. Electricians and plumbers may need to be present during this stage but the fewer people "under shopfitters' feet" the faster they can complete installation. Flooring and decorating contractors will need to be arranged according to requirements, but not at the time of installation. Work other than installation is often sub-contracted by shopfitters and a local contractor privately arranged is probably better both for price and convenience.

A recent contract undertaken by Myers was for the National Co-operative Chemists, Oldham. Myers were involved at an early stage, working in conjunction with an interior designer. Like most shop refits, the timing of the actual installation



Itematic consists of static storage shelves, adjustable lanes, a picking head and a belt take away conveyor. When interlaced with a lane, the head causes one or more items to drop onto the belt. The picking head moves only in a horizontal direction and vertical movement is provided by the carriage

was crucial, but the team completed the whole job in under two days, using emergency lighting in order to keep to the agreed time-table.

From staff and time saving considerations perhaps the shopfittings of the future will be on the lines of Sperry Remington's Serv-u-Matic unit. It is an automated self service display developed from the Pharmatruer (*C&D*, December 14, 1974).

The unit is not unlike a "Ferris wheel" in principle—motor driven shelves pass behind an aperture where the customer can select the item required. Thus a continuous selection of stock passes at eye level (or any other level). Shelf filling is a reverse of customer selection although later improvements may include back loading.

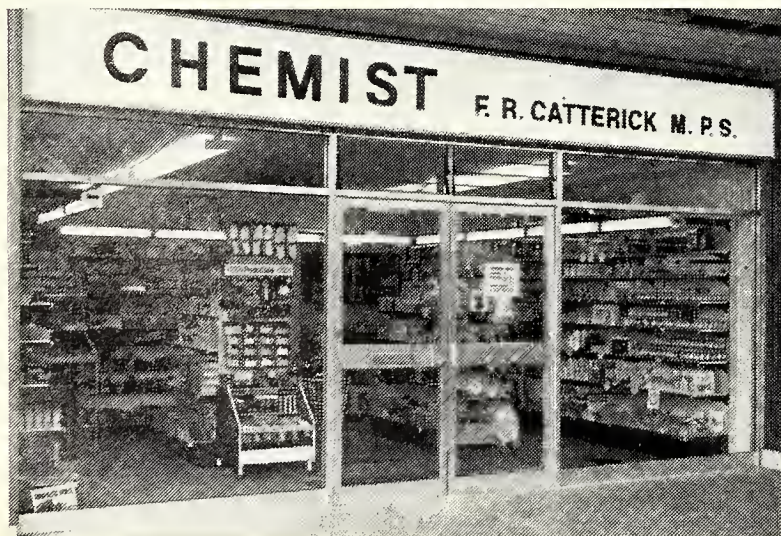
Six shelves, approximately six feet wide, and 15 inches deep, are visible at a time.

Stockport pharmacist says Eureka

Showrax Ltd, Tower Works, Northfleet, Kent DA11 9BE, have just completed the installation of their display equipment in Mr Ron Catterick's third pharmacy in Stockport, Cheshire. Showrax Ltd have previously re-fitted his other pharmacies, completing the last one four months ago.

Local Showrax shopfitting consultant, Mr John Weldon, designed and planned the whole interior. Building work, including false ceiling, dispensary fittings, internal partitioning and the shopfront was arranged through him with a local builder. The Eureka system was used for

the display shelving, incorporating sloping shelves with glass binning for small packs, grill binning to retain larger items on base shelves and showcases for valuable items of merchandise. Showline counters with deep stock drawers were used for the counters. Showrax offer a free planning service.



A limitation, however, is that only products less than ten inches in height will fit between the shelves. The unit costs around £2,500 and can be assembled in four to five hours by the manufacturer.

Sperry Remington, Remington House, 35 Station Road, Wood Green, London N22, say that no longer does the customer have to stretch or bend to reach shelves. "Miss average", the company says, is reluctant to reach up to much over five feet. Nor does she like stooping for the bottom shelf. This unit allows her to choose her own selection height.

Aimed to attract the discerning shopper as well as stimulate the impulse buyer, Serv-u-Matic is available 10, 12 or 15 feet high and is glass fronted. This provides visibility from almost anywhere in the shop, claim the manufacturers. Goods on the carriers descend slowly but override buttons speed up or stop the machine.

According to the company Serv-u-Matic holds twice as much stock as conventional shelving occupying the same floor area because it makes use of the often wasted dimension of height. The unit will be on show at the Intershop exhibition, Olympia, May 1-4.

Future self-service

Perhaps another form of stock selecting machine, at the moment intended for warehouses, could one day be the method of customer purchasing. Speculation at the moment, but then so were computers once upon a time.

It is the SI Itematic from SI Handling Systems (UK) Ltd, 302 High Street, Slough, Berks, which electronically selects and collects items in whatever quantities

are ordered regardless of shape, according to the manufacturer, SI. It may be used by distributors who handle small packs (beauty aids, drugs, films) and SI expect a manpower saving of at least 50 per cent.

Itematic is primarily intended for individual items, but can select multiples of products and can be designed to accommodate any number of different items. The system is operated by manual or computer direction. Semi-automatic control is achieved by punch cards, or cassette tapes but a mini or host computer is required for full automatic control.

SI say that further benefits may be achieved by better inventory control, a reduction in damaged goods and less pilferage (see diagram opposite).

Simplicity with versatility

"Simplicity is the keynote of first class design", according to Remploy Ltd, shelving division, Remploy House, 415 Edgware Road, Cricklewood, London NW2. To illustrate the point their Lundia system consists of few components yet provides versatility being easily dismantled and re-assembled when changing design.

The system consists of basically upright frames into which shelving slots. Cross braces are required if the unit is to be free standing. All components are interchangeable within their own size range and Remploy say that no tools are required to change shelves, an operation which can be accomplished whilst loaded. Accessories include doors, dividers and drawer units.

Seefelds Plaza, recently opened in Regent Street, was fitted by Olney Bros, Jado House, Northbridge Road, Berkhamsted, Herts. The pelmet carries a stripe the colour of which varies between departments, and is applied to the Interplan 80 Plus panels and lower edges of counters. The dispensary (rear right) is fitted with Interplan 80D



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SHOPFITTING

Products and services

Mobile Spacemaker storage units (from £250-£400) provide increased shelf space in a limited floor area (pictures right).

The supplier, Store Development Systems Ltd, 7 High Street, Ewell, Surrey, has added a new model, following experiments in France, which is designed to minimise obstruction of view, hence its name See Through Spacemaker. It is normally supplied with five shelves and is available in two diameters 28in or 33in.

For the small dispensary a modified Spacemaker can provide 100 feet of shelving in 33 feet of floor space and because it rotates freely, may be positioned in a corner. The Standard Rotary Spacemaker is supplied in heights of 4ft, 5ft or 6ft and diameters of 33in or 42 in.

Versatile modules

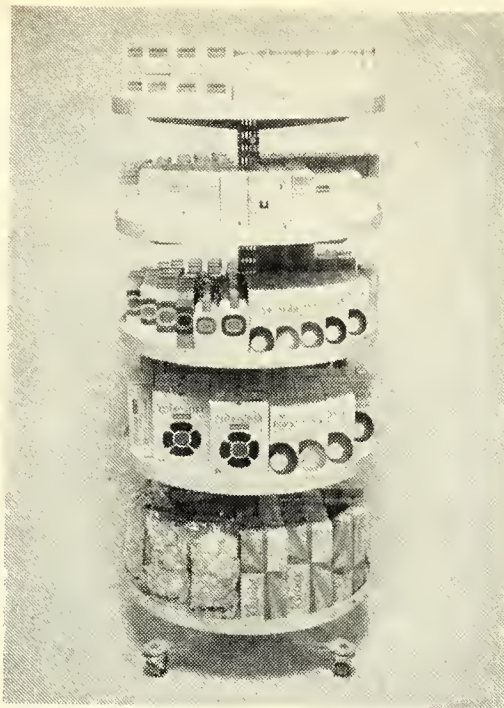
Shomore is a modular display system with versatility, ease of assembly and durability. The wall and gondola units can be tailor-made to fit various dimensions.

A range of wooden drawer units, and glass fronted display cabinets may be incorporated into a run of Shomore fittings with matching wood lighting canopies and shelf lippings among the available options. Credit terms are available from Parnall & Sens Ltd, Lodge Causeway, Fishponds, Bristol.

Heavy duty floor paint

Renophalt is a floor seal developed by Russell Kirby Ltd, Kirkby Industrial Estate, Liverpool L33 7TF, for concrete and asphalt floors subject to frequent heavy wear. When tested for adhesion, flexibility, and ability to withstand chemical attack, "Renophalt passed with ease".

Renophalt is claimed to have fast drying properties, important where areas cannot be shut down for long periods. Supplied in 5 litre packs, there are 2 grades (C for concrete, £9.73 ex VAT; CA for concrete and asphalt £9.98 ex



VAT for 20-60 litre lots); costs refunded if the user is not satisfied.

Electromagnetic lock

An electromagnetic locking system for doors which prevents unauthorised entry but automatically opens when connected to a smoke detector or similar alarm, in the event of an emergency comes from

ELS (Electronic Locking Systems) Ltd, 315 Regent Street, London W1R 7B.

The system uses no keys and when the door is locked has no visible parts that can be vandalised. It requires half an amp to close the metal plate to the door frame and withstands up to 3,000 lbs pressure. The system is said to be recognised by the Home Office and Fire Brigade.

Uniform smartness for staff

According to overall manufacturers, pharmacy assistants no longer want to look like butcher shop assistants. They now want to look smart and it is with that in mind that professional overalls are being designed.

Mr I. Brodie, general manager, Duchess Uniforms, PO Box 2, Redhill, Surrey, says that overalls launder much better now that polyester is used. His overalls are of two-fold polyester cotton with a permanent press. Buttons are used mainly, back or front according to design and the main requests are for short sleeves. Anyone ordering in quantities of 500 or more could submit a design of their own choosing and an unusual feature of Duchess is that all styles are one price (£8.95). Orders are normally returned within two days when ex-catalogue.

Mr Robert Goodchild, managing direc-

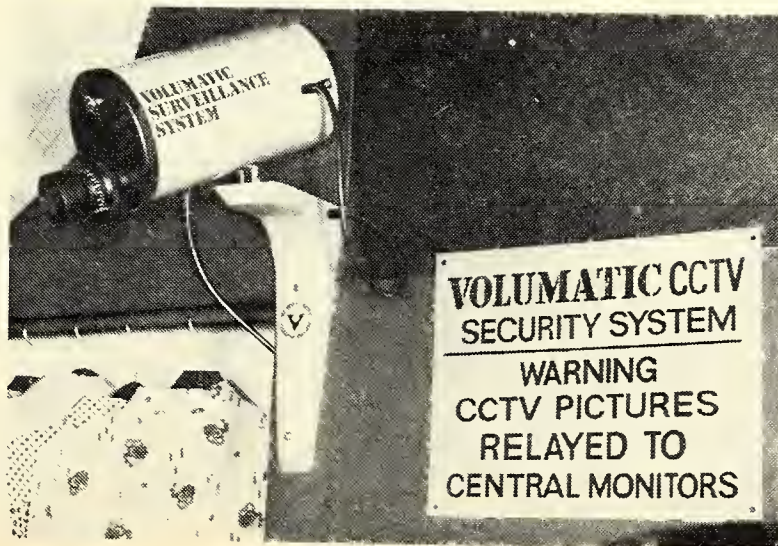
tor, Nicholson's (Overalls) Ltd, Georges Road, Stockport, Cheshire, says that polyester allows flexibility of design and sizing because unlike cotton, it has little shrinkage. His company uses press studs because of their "outstanding reliability"—buttons and zips require maintenance. Pharmacy assistants are smartening up and choosing double-breasted styles. For personal identity of overalls a "logo" can be embroidered on to pockets. Not only does this identify the overall as the property of the employer, it also identifies staff to customers and perhaps equally important to potential thieves to whom it might act as a deterrent. Mr T. Cave, sales manager, Betti Bow Fashions Ltd, Bow House, Miry Lane, Wigan, says the best place for a logo is on the pocket because it ensures uniformity of position. He sends material with a logo pattern to an embroiderer who embroiders the cloth and he warns that this could add three weeks onto the order time, although little difference to the cost.

He says that buttons and zips are largely a matter of taste because buttons catch whilst zips break, although his company guarantees a zip for a year. Although most customers choose designs from his catalogue, anyone ordering more than fifty garments could submit styles of their own.

Order times depend on cloth manufacturers who dye cloth in certain quantities, and orders being correct.

Mr Cave mentioned the Irish chemist who wrote and ordered "size 12 of 45118". Betti Bow's telephone number. Some errors are not so obvious but if supplies are wrong, orders can be exchanged or money refunded by return of post.

A simulated anti-pilferage, closed circuit television camera from Volumatic Ltd, Tarus House, Kingfield Road, Coventry, is claimed to be as effective in cutting shoplifting losses as a real system. The "camera" has a motorised random side-to-side scanning movement (£40 plus VAT and carriage)



ANNOUNCEMENT

From 1 April 1977 the control of Vitapointe, Sebbix and Bisks products will be administered by the operating company of Maws, Ashe Laboratories Limited, Ashtree Works, Kingston Road, Leatherhead, Surrey.

Settlement of outstanding accounts up to and including 31 March 1977 should be sent to Fisons Pharmaceutical Division, Derby Road, Loughborough, Leicestershire LE11 0BB.

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For basic trade prices contact your local Vestric branch.

Vestric

BPSA conference

Students to press their case for 'branch status'

A student membership category of the Pharmaceutical Society, involving student participation in the Branch Representatives' Meeting in a similar manner to the local branches, was again called for last week.

At the British Pharmaceutical Students Association annual conference, held in Bath, the president, Mr S. Benrimoj presented a report that had been put to the Council of the Pharmaceutical Society of Great Britain. The report points out that recognition of BPSA as sole representative of students by the Society had been rejected on a number of occasions because, according to the Society, such recognition would discriminate against students who were not members of BPSA.

BPSA therefore mandated its executive, at the 1975 Conference, to approach the Society for membership on behalf of all pharmacy students. Advantages of such a membership would derive from a close link with the Society's Council members, the report says. Students would have a more direct input of ideas to the Society and would contribute constructively to the well being of "what in the near future will be their Society". Students would be more adequately prepared for their future role in the profession.

A benefit to the students would, it is hoped, be branch status at BRM on the basis of two representatives for the entire Association. The Association would be limited to three motions, normally only participating in the discussion of motions directly concerning students and their immediate career.

Finance

Financing of the new Association would be, as at present, by the Society and student membership fees, the report proposes. In effect, the new Association would be formed from BPSA with a transfer of assets and members, but open to all pharmacy students. The report points out that many members of Council and NPA have been past BPSA officers and says that any attempt to bring students closer to the Society may persuade many more to involve themselves in the profession at an early stage in their pharmaceutical lives.

To those who suspect pharmacy students of being politically active, the report states that BPSA policy is to steer clear of politics. However, attempts have been made by the National Union of Students to "swallow up" smaller student groups, already the fate of the British Medical Students Association. Society membership may prevent this fate for BPSA.

The Society rejected the voting rights portion of the application and, following the conference decision, the motion is now to be put at the BRM for further discus-

sion. Mr Benrimoj told the conference that with the Society's non-voting amendment there was little advantage to BPSA.

Mr D. Thomson, BPSA public relations officer, pointed out that with no voting rights autonomy would be lost but students would have "a foot in the door" upon which to expand. Students would also get administrative facilities from the Society. Miss J. Slipper, Chelsea, said students were as much part of the profession as anyone else and should therefore have voting rights.

After discussion on representing views directly to Council, Mr Benrimoj pointed out that decisions taken at BRMs are noted by Council but are not necessarily binding. Conference voted overwhelmingly to put the motion to the next BRM.

Pre-registration training

Concern on the quality of pre-registration training was also expressed. Mr C. Higgs, BPSA general secretary, put a motion calling for a common core of training for all pre-registration students and an assessment of training by quarterly reports from the student and tutoring pharmacist and finally an assessment of oral communication by a panel of pharmacists (last week, p485).

Mr Higgs suggested the common core of training would consist of lectures and seminars with compulsory attendance and Society membership should be withheld if attendance was not satisfactory. Mr M. England, BPSA Eastern area co-ordinator, said training required a syllabus and the principle of a common core was important. He wanted a pharmacist that could communicate but that depended on the tutoring pharmacist at present.

Mr D. Thomson pointed out that although a common core of training was suggested specialised training was still required. The Society at present was worried about pharmacists' communication—some pharmacists "hid" in the dispensary at the moment. Mr R. Herbert, Brighton, said that because most pre-registration students commence at around the same time of year, an oral assessment at the end of the year would present administrative problems. He suggested assessment be withheld in the final three months of training.

Commenting on who should assess the student, Mr A. Stow, BPSA Western area co-ordinator, said that the tutoring pharmacist is not likely to admit failure and therefore outside assessment was essential. Miss M. Findlay, BPSA Tartan area co-ordinator, said that training was not uniform at present and any inadequacies in the newly registered pharmacist were often the fault of the tutor. Assessment would keep the tutor up to standard as well as the student. Mr Benrimoj pointed out that at present only three or four pre-

registration students failed to become registered. The motion was carried un-animously.

Following on from this motion, conference recommended that BPSA be represented on any working party concerning changes in the pre-registration year. Mr A. Stow said that pre-registration students were in the best position to assess any changes and their voice should be heard.

Overseas students were denied pre-registration places because they could not get work permits to cover the length of service required by some large employers, conference was told. Often periods of two years after registration were requested before places were granted but Home Office permits covered only the one year of pre-registration. These students were "shuttle cocked" between Home Office—which required a firm employment offer before granting permits—and employers who required a work permit before granting places.

Miss J. Slipper proposed that BPSA executive should discuss the problem with the Society and request that the Society consult with the DHSS and other interested bodies the possibility of extending the permit to two years after graduation. Mr G. McKenzie, IPSF liaison officer, said that there was little point in bringing foreign students to study in Britain and not allowing them time to register.

Mr A. Latty, Chelsea, pointed out that whilst he would not want to see anyone without a job, British students should get the first option on pre-registration places, and these were becoming scarcer. Perhaps the countries of origin could run pre-registration training since they obviously had pharmacies if not schools of pharmacy.

Mr U. B. Patel, Sunderland, said that overseas students had difficulty in presenting their case because of communication problems and fears of withdrawal of permits if they became known. Being British, he felt he could speak for them by understanding the problems yet without being directly affected by any decisions. In supporting this, Mr T. Sizer, Chelsea, pointed out that overseas students pay a lot to be educated and therefore deserve BPSA help. The motion was carried by a large majority.

Planned distribution wanted

A planned geographical distribution of pharmacies and a mobile pharmacy service were essential for the advancement of pharmacy as a profession according to Mr S. Wicks, Bath. At the suggestion of the chairman this was voted in two parts: that of a planned distribution being carried, that of the mobile pharmacy call being lost. Mr Wicks felt that at present pharmacists were distributed on the basis of economics and rural areas were denied access to an adequate dispensing service.

In some areas a delivery service was operated via the milkman etc. But the pharmacist should present medicines to the patient, Mr Wicks believed. A mobile pharmacy could provide that service. Miss T. Jones, Bath, said that pharmacy should be serving all the community, not just that part which was lucrative or convenient. If rounds were initiated they would be as welcome as doctors' rounds.

Continued on p543

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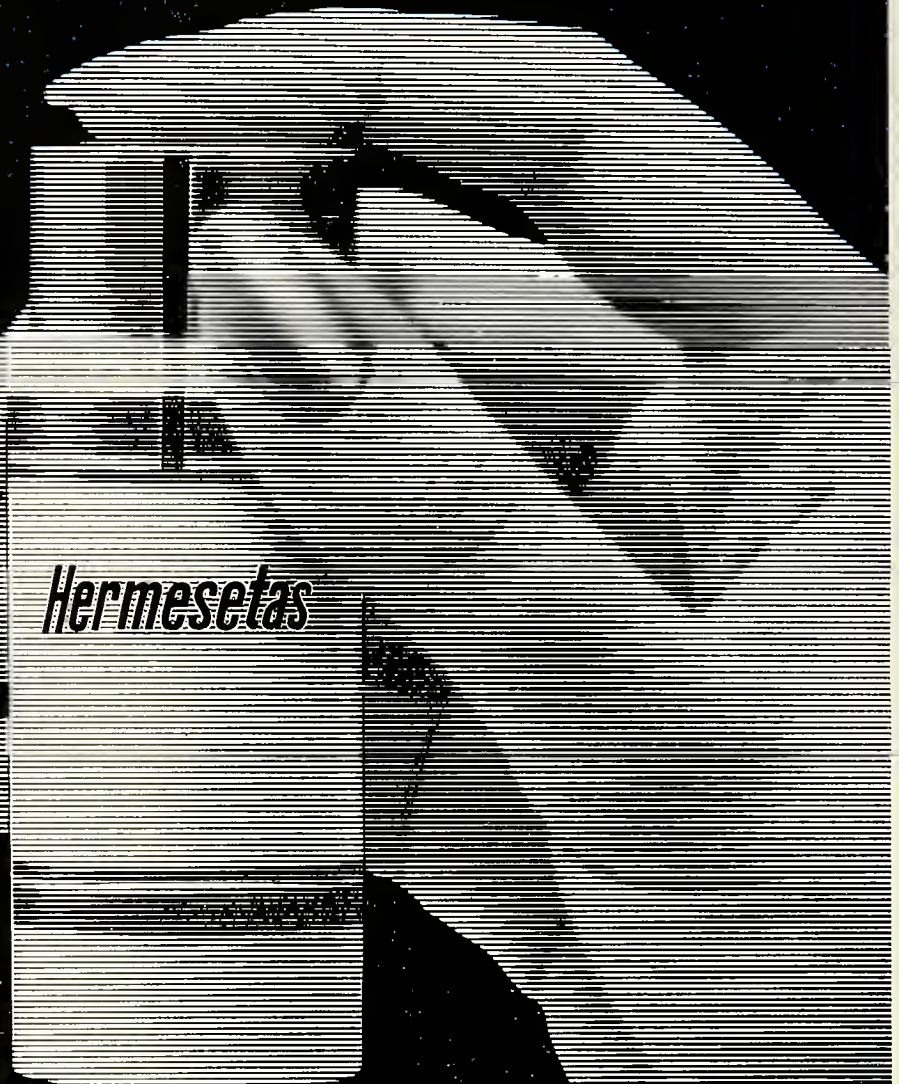
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Student discussion

Continued from p541

Mr A. Latty pointed out that at the moment premises needed to be registered but Mr Wicks replied that the Society should review the situation. He said that pharmacies should be sited where most needed and mobiles be operated as a stop-gap measure until an adequate distribution was achieved.

Mr J. Glare, postgraduate, said mobile pharmacies presented legal and security problems. Part time pharmacies were better and incentives should be offered to achieve this. Mr W. McNally, Heriot-Watt, suggested that a collection and delivery service would ensure the patient contact sought by Mr Wicks.

Other proposals at conference were:

□ The Society has a responsibility to ensure all graduates obtain pre-registration places. The motion was passed to the new executive for consideration.

□ The method of teaching in schools of pharmacy ought to be more clinically orientated. The motion was discussed and not put after it was pointed out that some schools already provided such orientation and that a similar proposal had been put the year before.

□ The DHSS and ABPI be consulted on the problem of pre-registration in industry. A student in industry needed to experience six months in hospital or retail to qualify but such experience was difficult to acquire within the first year, according to the proposer, Mr A. Latty. The motion was passed.

□ BPSA membership fees be raised from 50p to 75p. Carried.

□ The Society set up a compulsory continual education programme for graduate pharmacists. After discussion and the realisation that the Society were already considering such education the motion was referred to the new executive.

Priorities of new BPSA president

After his election, the new BPSA president Mr Andrew Stow told *C&D* some of the priorities for his term of office. At present he attends Portsmouth school of pharmacy and is to commence pre-registration training in retail during the Summer.

He said that too little has been done in the past to ensure that every pharmacy student knows what the representative bodies stand for—in particular BPSA. His intention is to gain the participation of "even the most disinterested" students. He regards the overseas student problem with great concern and hopes to present the International Pharmaceutical Student Federation in a new light.

The newly elected executive members are very able and willing, he says, and being predominately female will introduce a new dimension to business meetings. "Charlie" Benrimoj, his predecessor, has made a number of new contacts which will stand the new executive in good stead, Mr Stow feels. An executive which maintains contact with its members increases participation in functions, as can be seen by the high attendance at this year's conference. He intends to continue this contact and hopes that members will respond by keeping the executive aware of problems.

British Pharmaceutical Student's Association forum session

Pharmacy is represented well, students told

"I believe the Society represents, and I believe it represents us well" was how Mr J. Bannerman, president of the Pharmaceutical Society of Great Britain, summed up his address at the forum session of last week's BPSA conference.

The theme of the forum was "who represents us?" and involved four speakers: Mr Bannerman; Mr J. Willford, National Pharmaceutical Association Board of Management; Mr C. Hitchings, vice-president, Guild of Hospital Pharmacists; Mr S. Blum, secretary, general practice section, ASTMS.

Mr Bannerman outlined the structure of the Society and pointed out that it represented pharmacists not pharmacies. Pharmacy owners—that is, companies—would need to be members of the Society before it could represent them, he said. He felt that the Society was the best example of a closed-shop union where only members had the right to practise. Everybody paid their share and members could tell the Society how to behave. The Branch Representatives Meeting provided members with an opportunity to put feelings to Council who had no rights of discussion at the meeting unless invited to speak. Sometimes members made decisions of which Council did not approve but these decisions were not binding on Council. He said he hoped BPSA received a fair hearing at the BRM on the student status issue.

Speaking on groups within the Society, Mr Bannerman said that the Society did not distinguish between employers and employees. He could not see that a general practice group was necessary nor likely to be more successful. The membership of such a group would need to be voluntary and the Guild of Hospital Pharmacists had found that voluntary members "fall off".

A Society of 30,000 members could be powerful and must continue. It could become more powerful with support of the membership.

PSNC only recognised negotiator

Mr J. Willford outlined the origins of the National Pharmaceutical Association and said the Pharmaceutical Services Negotiating Committee was the only body recognised by the DHSS as representing contractors. It had done as well for pharmacy as anybody had done for other public service employees. It had for example achieved an inflation-proof protection for remuneration in the on-cost. Its representation was effective, he said, but was incomplete because the pharmacist's image was created by what the public sees—the retail pharmacy: pharmacy represented itself. He called upon students to change pharmacy if they did not like it—not to give pharmacy up.

Mr C. Hitchings traced the history of the Guild of Hospital Pharmacists and its involvement with ASTMS. He said that negotiation had become too complex to be carried out by a "part time" negotiator who was involved in his pharmaceutical career. The options were to employ a professional negotiator and consequently increase membership fees to pay for it or join a union and benefit from its negotiating powers. ASTMS wanted the Guild as much as the Guild wanted ASTMS and hence Guild members paid no Labour Party levies, nor were they required to join in any strike calls from other branches of ASTMS.

Government responds only to muscle

Mr S. Blum said that the Government responded only to muscle, not argument. He saw muscle as a combined force of ASTMS, PSNC and the Society but pharmacy did not hold a force over the Government as did medicine. He believed a professional negotiator was required and quoted the Society of Radiographers which had tried to negotiate with the Government, only to be told the Government must also control professional standards if the Society was to act as the negotiating body.

ASTMS, he said, had more expertise in negotiation than any other pharmaceutical body. If Mr Bannerman thought 30,000 was a powerful force, the 400,000 of ASTMS would be very effective. A pharmacist was not trained in negotiation and ASTMS negotiators were not trained in pharmacy. Both were necessary for Government negotiations, hence he suggested a combined force.

For hospital pharmacists, ASTMS had virtually doubled salaries although Mr Blum admitted that the Guild had virtually obtained the salary increases when ASTMS joined them. When the next annual payment of membership fees was due many had left the Guild to the "delight of the Government"; the Government loved to deal with non-professional negotiators.

Turning to the general practice section of ASTMS, Mr Blum said that ASTMS normally preferred block membership. Pharmacists were "the most unorganisable body in the world", he said. ASTMS had 40 MPs as members who represented the union to parliamentary bodies. Margaret Thatcher and James Prior were once ASTMS members, he said. Topics already raised at Parliamentary Committees were pre-registration places, analgesics, backlog of prescription pricing and price increases, but there was insufficient membership to put force on the respective bodies.

From the Jenkin judgment the Society

Continued on p544

High prices paid for scarce books

The scarcity of antiquarian pharmaceutical books was clearly reflected by high prices obtained at Sotheby's (New Bond Street) sale of printed books relating to science and medicine last month. Amounts realised by the lots included:

Lot 31, C. R. B. Barrett's *The History of the Society of Apothecaries*, London, 1905, together with E. S. Rohde's *The Old English Herbals*, 1922, and four other, works £65.

Lot 32, M. Callicott *A Scripture Herbal*, 1842; W. Withering *An arrangement of British Plants*, four vols, 1818; G. White. *Natural History of Selborne*, 1900, £60.

Lot 33, W. Cullen's *Lectures on the Materia Medica*, 1772, £110.

Lot 34, N. Culpeper's *The English Physician and complete Herbal*, 1807, £75.

Lot 36, R. Dodoens *A Nieuwe Herball or Historie of Planten*, Antwerp, £420 (although a rather shabby copy). Lot 37, R. Dodoens *Stirpium Historiae Pentades*, 1616, £110. Lot 38, J. Gerard *The Herbal*, 1633 or 1636, £200. Lot 41, N. Lemery. *Pharmacopée Universelle*, 1734, and another, £160. Lot 43, P. A. Mattioli: *Com-*

mentarii . . . Dioscoridis . . . de Materia Medica Venice, 1565, £480.

Lot 44 J. Parkinson *Theatrum Botanicum: the Theater of Plants*, 1640, £160, and his Lot 45 *Paradisi in Sole Paradisus Terrestris*, 1656, second edition, £200.

Lot 46 C. Pedrazzini *La Farmacia Italiana Storia ed Artistica*, Milan, 1934, fetched £75—a surprising price as an excellent facsimile edition was published a few years ago at less than £20.

Lot 47, Pliny's *The Historie of the Worl'd* translated in to English by Philomen Holland, 1601, £85. Lot 48, Pierre Pomet's *A complete History of Drugs*, 1748, £55. Lot 49, W. Salmon. *Botanologia. The English Herbal*, 1710, £170. Lot 53 W. Woodville. *Medical Botany*, four vols, 274 coloured plates, 1790-94, £380.

The titles above were from the library of Mr H. E. Broeksom, MPS.

Lot 75, Johann Schröder. *The Compleat Chymical Dispensatory*, translated by Wm. Rowland, 1669, £160. Lot 84, G. Adams, *Essays on the Microscope*, 1798, £75. Lot 99, G. Bate. *Pharmacopoeia Bateana or Bates Dispensatory*, 1694, and two others, £60. Lot 135, N. Culpeper's *Pharmacopoeia Londinensis*, 1675, £55. Lot 206, W. Lewis *An experimental History of the Materia Medica*, 1761, *Pharmacopoeia Collegii regalis Medicorum Londinensis*, 1746, and others £120. Lot 207, W. Lewis *An experimental History of the Materia Medica*, 1768, second edition and five others, £65. Lot 238, Pierre Pomet's *A compleat History of Druggs*, 1712, two vols in one, £100. Lot 236, Robert Pitt: *The Craft and Frauds of Physick expos'd*, 1703, second edition, £42.

This last was one of the pamphlets published during the Rose Case—a conflict between the physicians and the apothecaries. The date of the first edition was 1702.

Books

Handbook of Nonprescription Drugs, Fifth Edition

American Pharmaceutical Association (2215 Constitution Avenue, NW Washington, DC 20037). 11¼ × 8½in. Pp xiii + 387. \$12.50.

This new edition provides comprehensive information on over-the-counter drugs, including data on product formulas, indications, contraindications, and their safety and appropriate uses. The Handbook was prepared by APhA staff, an advisory committee, and ten review panels, composed of pharmacists, physicians, and other health care practitioners.

Updated and significantly expanded OTC product tables list the quantitative data on active and inactive ingredients for more than 1,500 nonprescription drug products. A comprehensive index serves as a reference to the preparations listed in the product tables.

Chapters provide physiology, anatomy and aetiology of the ailment with questions to ask the patient. Treatments and suggested advice to the patient are given where appropriate with an indication of when to refer to a physician. Topics include antacids, anthelmintics, anti-diarrheals, laxatives, ostomy care, and infant formula products.

Natural and Synthetic Organic Medicinal Compounds

Dr O. L. Salerni. C. V. Mosby Co, USA (UK: Henry Kimpton, 205 Great Portland Street, London W1N 6LR). 9¾ × 6¾in. Pp x + 316. £6.45.

The author has set out to present, in a clear and compact manner, the important considerations of organic medicinal agents, and the book is based on a two-term course in medicinal chemistry at the school of pharmacy, Butler University, Indianapolis. The mode and site of action of drugs and their use, nomenclature and synthesis are given and acidity, basicity, hydrogen bonding, chelation, and tautomeric considerations are included. Structure-activity relationships are outlined whenever applicable, and physiological processes are briefly reviewed when necessary to enhance understanding of drug action.

Animal and human health: The control of disease

G. C. Brander and P. R. Ellis. *Baillière Tindall* (35 Red Lion Square, London WC1 4SG). 7¾ × 5in. Pp 136. £2.50.

This is the first title in a new series of books on animal and human health, of which Mr Brander, head of agricultural research and development, Beecham Pharmaceuticals research division, is the general editor.

In this volume, the use of drugs in relation to disease control is examined and four diseases—smallpox, influenza, rabies and brucellosis—are used as models. The relevance of bacteria or insect resistance to these drugs is put in perspective. Other chapters cover chest, agent and environment relationship and disease control in the future.

BPSA forum session

Continued from p543

could not negotiate between employer and employee pharmacists on terms of service, but ASTMS could lead negotiation both for contractors with the DHSS and for employees with employers.

During the discussion, Mr A. Latty, Chelsea, asked how there could be unity when a handful of pharmacists set themselves up as representing those who did not vote for them. He said that the media often represented Clive Jenkins' view which was that of ASTMS but not necessarily the pharmacist's view. Mr Hitchings said the Guild was autonomous but could not control Mr Jenkins.

Mr Willford pointed out that the NPA had 95 per cent voluntary membership and that negotiation was a "hard grind and must be seen to be so". Government responded to reasoned arguments not "shouting the odds". Mr Blum, however, argued that the PSNC had accepted that no new money was available for the recent essential pharmacies scheme yet those very civil servants who negotiated with PSNC had negotiated themselves a 15 per cent payrise.

Mr Bannerman said pharmacists would not be happy with an alliance with ASTMS. He was endeavouring to get an

alliance with the other health professions. The Society had the "ear of MPs" but reactions could not be commanded.

Asked for views on the alternative representation to the unions, Mr Willford replied that pharmacy did not need any alternative—representation was efficient as it was. Mr Bannerman agreed there was not enough reaction from the members to suggest a need for unions.

Mr J. Glare, a postgraduate, suggested the respective bodies failed to represent themselves to students. Mr Willford replied that students should get to branch meetings—if they were not informed it was because they were apathetic.

A second forum session on the theme "Alternatives to drug therapy" involved speakers on Hypnotherapy, Homoeopathy and Acupuncture.

New executive

The BPSA executive for 1977-78 is:—President, Mr A. Stow, Portsmouth; treasurer, Mr T. Sizer, Chelsea; general secretary, Miss J. Slipper, Chelsea; public relations, Mr S. Wicks, Bath; sports, Miss S. Birch, Bath; IPSF liaison, Miss D. Southwell, Manchester; Eastern Co-ordinator, Miss D. Reeves, The School of Pharmacy, London; Pennine Co-ordinator, Miss O. Robson, Liverpool; Western Co-ordinator, Mr A. Brown, Cardiff; Tartan, Mr W. McNally, Heriot-Watt.

Irish Pharmaceutical Union

Optimism for pharmacy

A feeling of idealism and optimism for the future of pharmacy emerged from the recent annual meeting of the Irish Pharmaceutical Union community employee section. Beliefs that the section was only interested in financial and similar considerations were denied by the ideals embodied in the motions put forward for the annual meeting of the Union.

Mr D. Moran proposed that the Union should ascertain names and suppliers of drugs and products available for long-term illness patients, and make them known to members to alleviate the "lot" of those patients. The products include such items as automatic injectors and spirit containers for syringes.

Colette Melville proposed that a suitable receipt be drawn up which would be acceptable to all Health Board authorities, voluntary health authorities and other such bodies for the payments of drugs. The secretary general was given approval to enable them in more appropriate wording for the IPU annual meeting.

In his address, Mr G. J. O'Neill, chairman of the section, said that since the last meeting, much had been accomplished by the committee. Almost every region had a good representative committee but there were still regions needing to be organised—the North-western, Northern, South-eastern and Midlands regions.

Broader scope of activities

The vice-president of the Union, Mr Andy Coleman, deputising for the president Mr Aidan O'Shea, said he was glad to see the employee section broaden its scope of activities now that better salaries and conditions had been achieved. He said the president would like to see more branches established in areas outside Dublin and Cork.

Mr Frank McAnena was coopted to the committee for the Northern region and said he would be willing to help with the establishment of a group in this area. In the South-eastern region, Mr Clarkin had already expressed a desire to help.

The secretary, Miss Murray, said it was imperative that employees be represented where matters were decided that may affect their livelihood. To that end the community employee section was involved on all subcommittees and regional associations of the Union, on the Finance Committee, the Public Relations Committee, Salaries and Wages Committee, the Arbitration Board, Postgraduate Education Committee and the EEC Committee. Three members of the committee represented employees on the National Executive of the IPU with full voting rights on all issues. Two members of committee were now members of the PSI Council.

Reviewing the period up to the meeting, Miss Murray said that a new salary scale

for managing pharmacists had been negotiated. The term managing pharmacist referred to pharmacists who in addition to their professional responsibilities perform the functions as laid down in the job specification drawn up by the Joint Salaries and Wages Committee.

Negotiations for four weeks' holiday for all employees were continuing but Miss Murray was not optimistic as to their success. Sick leave—certified and uncertified—and the status of the manager pharmacists were under discussion and once such problems had been resolved the committee would be in a position to draw up a contract for employees.

Speaking of the pension plan now available to all pharmacists, Miss Murray said that indications showed that employee pharmacists were not availing themselves of the pension plan to any significant extent. She advised all employee pharmacists to discover to what extent they were covered against professional liability. Mr Stanley Jennings of Allied Insurance Consultants would advise any employee about pensions and insurance.

Mr George Ledwith, secretary general, said the IPU had, in a few years, become a primary force in pharmacy—one which would guarantee the survival and advancement of the profession in the years ahead.

PSI register changes

The following changes have been notified to the Pharmaceutical Society of Ireland.

The following names were changed in the Registers, marriage certificates having been submitted: Mrs Mary Harrington (né Fitzmaurice), MPSI; Mrs Geraldine Kavanagh (né Arnold), LPSI; Mrs Catherine M. Maher (né Leonard), MPSI; Mrs Norman Ferriter (né Collins), MPSI; Mrs Mary Clegg (né Foley), Asst; Mrs Martina Dowling (né O'Sullivan), Asst; Mrs Philomena M. McParland (né Callaghan), Asst; Mrs Margaret McCaffrey (né McDonagh), Asst; Mrs Pauline Moriarty (né McFadden), Asst; Mrs Mary O'Toole (né Lillis), Asst.

The following addresses were changed in the Registers: Mrs Kathleen Byrne, MPSI, to Tullow Hill, Tullow, co Carlow; Mrs Mary Harrington, MPSI, to Abbey Street, Timoleague, co Cork; Mrs Geraldine Kavanagh, LPSI, to Tomgarrow House, Ballycarney, Enniscorthy, co Wexford; Mrs Catherine M. Maher, MPSI, to "Marlen", Clongour, Thurles, co Tipperary; Mrs Christina A. Murphy, MPSI, to Malin Road, Carndonagh, co Donegal; Miss Nora Costello, LPSI, to L243, The Sycamores, Freshford Road, Kilkenny; Miss Mary Finnerty, MPSI, to 8 Churchtown Close, Milltown, Dublin 14.

Mrs Pauline Joyce, Asst, to 168 Millbrook Lawns, Tallaght, co Dublin; Miss Pamela M. McKenna, LPSI, to 10 Clonkeen Road, Deans Grange, co Dublin; Miss Mary J. Purcell, MPSI, to 25 Melmore House, Eglington Court, Eglington Road, Dublin 4; Mr John J. Kelly, MPSI, to 8 Rosehall, Templeogue Road, Dublin 6; Mr Tomas O'Fearraigh, MPSI, to St Mary's Hospital (MMM), Urua, Akpan, Ikot Ekpene, PO Box 92, Cross River Estate, Nigeria, Africa; Mrs Anne Byrne, Asst, to Lower Rossmore, Carlow; Mrs Marion Calnan, Asst, to 1 Clonard, Blockrock Road, Cork; Mrs Mary D. Collins, Asst, to Ballyshoneen, Berrings, co cork; Mrs Kathleen Conneely, Asst, to 112 Home Farm Road, Drumcondra, Dublin 9; Mrs Mary Clegg, Asst, to Pallas, Pallaskenry, co Limerick; Mrs Martina Dowling, Asst, to 27 Blackthorn Drive, Caherdavin Heights, Limerick.

Mrs Margaret McCaffrey, Asst, to 31 Road 14, Hillcrest, Lucan, co Dublin; Mrs Philomena Mary McParland, Asst, to 340 Orwell Park, Wellington Road, Templeogue, Dublin 12; Mrs Pauline Moriarty, Asst, to 66 Stillorgan Wood, Stillorgan, co Dublin; Mrs Mary O'Toole, Asst, to 91 Clontarf Road, Dublin 3; Miss Patricia Vaughan, Asst, to Mayfair, 4 Claremont Terrace, Crofton Road, Dun Laoghaire.

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Letters

Women in pharmacy

On April 2 Charlotte Brew became the first woman to ride in the Grand National. Also on April 2 the National Association of Women Pharmacists altered the rules to permit the first man to join.

Equality is moving in, though with uncertain steps, and one cannot but be amused that men who have chosen to join the Prescription Pricing Authority have decided that the job is not for them—it is "women's work". But seriously, what we should do is what we do best.

One thing is sure however—the success of the NAWP weekend at Portsmouth was undoubted. Members came from north, south, east and west—from Humberside, the Isle of Wight, from Letchworth, from Exeter and from Belfast, and if such demand is there, can we be wrong?

The course was excellent—informative on the law and current problems with Mr G. E. Applebe, extending our sights in dermatology with Mr R. Woodford and Dr A. Aitken-Ross; Mrs Estelle Leigh convinced us of our need for continuing education, especially in the field of drug interactions which were dealt with by Dr I. Stockley. A "pep" talk by Mr Jensen—a business consultant—possibly "jelled" the whole weekend for us. Let us not forget Dr Morrison who steered us through the DHSS red tape, and Olive Adams our course organiser.

Portsmouth members, who worked so hard, performed their part with enormous personal enthusiasm which spread outside the circle. Such a weekend would lose if we remained insular but the efforts of the local members achieved a five minute spot live on radio, and the aims and aspirations of pharmacy were spoken loud and clear by Christine Glover. Thanks to you and the committee to whom we owe so much.

Enid Lucas-Smith
Langley, Bucks

First aid knowledge

It is with interest that I opened my copy of *C&D* on April 2 and read the article on first aid in the pharmacy. As I am also a member of the St John Ambulance and an instructor I applied a critical eye and felt that the subject could have been dealt with in greater depth. However, I must thank Mr Ackers for his contribution to your publication on a subject of which many pharmacists know little.

Many pharmacists would claim that first aid is common sense, but I would disagree and would suggest that our own professional education may hinder us in the first aid situation. I take as an example a pharmacist colleague who is married to a doctor. When my colleague burnt herself her husband applied butter, an old remedy that we now know will at best do no harm and at worst is dangerous. The

correct treatment is water and plenty of it and that's official. When applied as soon as possible water relieves pain and takes the heat out of the situation thus preventing a worsening of the injury.

Man has long since lost his instinct for self preservation and with it much of his common sense. It is therefore necessary to teach him first aid so that at least he cannot make the situation worse and at best will be able to promote recovery. I would recommend all pharmacists to learn first aid and would suggest that it might usefully be obligatory before registration.

In the few years I have been a member of the St John Ambulance I have learnt much to complement my degree in pharmacy, particularly from the nursing training I have received. As a "custodian of the nation's drugs" and a person to whom doctors, nurses and patients are encouraged to turn for advice on drug matters, should I not know how to perform such basic procedures as the administration of an enema? Pharmacists working in the hospital situation would say that this is a nursing problem. Think about that for a minute. If, as a class, pharmacists want to be recognised for drug advice they must be prepared to tackle any problem—however basic.

In some aspects our formal training and education falls short but I would commend to readers the public courses in first aid and nursing offered by the St John Ambulance (or Red Cross). They are of short duration and informative and I think I am a slightly better pharmacist for having undertaken them.

B. T. Brown
St John Ambulance lay instructor
Sutton Coldfield

Brush with a sweet maker

I find the public relations activity of major manufacturers in the trade journals somewhat bewildering.

In recent editions of the pharmaceutical Press a fairly substantial publicity campaign announced the arrival of the Inter-dens toothbrush by Nicholas Laboratories Ltd—the launch of this new aid to oral hygiene features the statement "designed in consultation with dentists".

Almost simultaneously, the March 5 edition of *The Grocer* announced "Nicholas Laboratories are to diversify into the confectionery market". The blurb in this journal states that their new boiled sugar lollipops, Whistling Pops, will be launched nationally with a £100,000 television campaign. Nicholas Laboratories apparently are at one and the same time launching a product to help children keep their teeth and another that encourages dental decay.

If the new Inter-dens toothbrush was designed in consultation with dentists, whom did they consult on the boiled sugar Whistling Pops? I may be naive, but it seems to me that Whistling Pops will simply increase the demand for the new Inter-dens toothbrush designed in consultation with dentists.

I really feel when responsible manufacturers talk to the trade in this way they must regard us as a pretty moronic profession that accepts without question every public relations release from the marketing departments of major companies.

Bewildered
A spokesman for Nicholas Laboratories

Ltd commented: "All our public relation releases are vetted and checked for absolute accuracy. Manufacturers other than ourselves supply the chemist trade with toothpaste products which aid oral hygiene, and concentrated fruit drinks and medicated confectionery which can contribute to dental decay. Nicholas feel that an improvement in the standards of dental health should not be achieved by a ban on the sale of all products which could cause harm to the teeth but by a strong educational programme which will encourage regular use of toothbrushes and other oral hygiene products."

Royce proposals rejected

I am asked to convey to you the information that this committee does not favour the Royce proposals for "planned distribution" (*C&D*, March 5, p308) as we now understand them, and based on the rather out-of-date facts and figures at present available to us.

We wish to re-affirm our support for some system of control of pharmacy registration based on the "restricted", "intermediate", "open" and "designated" area categories, as at present applies in general practice medicine.

W. McKeith
Secretary, Cheshire LPC
Crewe, Ches

Student exchange scheme

Would you like the opportunity to act as host to a foreign pharmacy student? Then why not participate in the student exchange scheme of the International Pharmaceutical Students Federation?

The host provides employment for one or two months during the summer along with board and lodging and a small amount of pocket money which is determined by the host. Please contact:

Gordon MacKenzie
c/o Pharmacy Department,
Law Hospital,
Carlisle, Lanarkshire ML8 5EF

Tablet making trainer

To meet requests for guidance on the training of tablet makers, the Chemical and Allied Products Industry Training Board has published a tablet making training "unit" [manual], prepared in collaboration with pharmaceutical manufacturers. Since the details of tablet making differ from one organisation to another, the unit is intended to be used as a series of guidelines, the detailed design work needed to produce viable training programmes being undertaken by training operators.

The tablet making process is divided into four sub-units, namely basic, granulation, compression and coating, and the essential features to be covered in training programmes in each are set out on 15 tabulated sheets. Appendices provide a guide to good pharmaceutical manufacturing practices, behavioural objectives for a training design, example of a simple task analysis, references for additional reading, and a diagrammatic guide to fault finding. Finally, there are 48 line diagrams that are large enough to be used in instructing a small group.

Copies from the Board at Staines House, 158 High Street, Staines, Middlesex TW18 4AT, price £12 plus 70p postage.

Company News

Seven new Kingswood shops opened last year

In the annual report for 1976, the directors of Booker McConnell Ltd state that during the year their retail, wholesale and manufacturing pharmaceutical operations were combined into a single trading company, Booker Pharmaceuticals. The Kingswood retail business continued to expand with the addition of seven more branches, the total number of retail pharmacies owned by the group now being 75. In November the central warehouse in Coulsdon moved to new premises, making for more efficient operation.

In total, the pharmaceutical business operating under the names Kingswood Chemists, E. E. Russel (Chemists), Rusco Pharmaceuticals and Rusco Wholesale showed a trading profit 31 per cent higher than in 1975 on sales that were 30 per cent higher.

Turnover of UK retail pharmaceutical business was £6.5m (£5.4m in 1975), and turnover of UK wholesale pharmaceutical business was £0.9m (£0.3m). (Results of parent company: *C&D*, April 9, p515.)

Record glass container exports by Beatson Clark

Beatson Clark & Co Ltd, who claim to be the world's leading suppliers of glass containers for the pharmaceutical industry, are currently exporting glass containers and closures to the value of £3.6m to more than 100 countries, according to the company's annual report. This figure represents more than 50 per cent of all exports of empty glass bottles from the United Kingdom.

Although the pre-tax profit in 1976 was a record (*C&D*, March 28, p434), the directors point out that the ratio of profit to turnover has declined since 1973 from the 15 per cent necessary for adequate development and improvement of plant. They consider, however, that it will not be an impossible task to achieve a pre-1973 level in 1977. They propose to spend an additional £0.5m in the next year on major modernisation and improvement schemes.

UG invest £25m in glass containers over four years

In the 50 weeks to December 4, 1976, sales revenue of United Glass Ltd amounted to £100.88m, an increase of 22 per cent over the corresponding period of 1975. Sales of glass containers were £69.15m and accounted for £6.33m operating profit out of a total of £8.25m. Pre-tax profit at £6.56m was 27 per cent above the figure for 1975.

During the past four years, the company has invested a total of £33m, of

which £25m has been in the glass container division, and the new additional furnace at Alloa, commissioned last year, is stated to be the largest of its type in the world. Commenting on progress in the first quarter of 1977, the managing director, Mr Vic Hender, said: "The improvement in demand which occurred in the second half of 1976 has generally continued this year. Demand has been strong for glass containers. . . . The closures and plastics division is expected to benefit from current rationalisation at the Norwich factory."

Albright & Wilson expand

Albright & Wilson Ltd have brought into operation a new £1.35m plant at their Marchon works in Whitehaven, Cumbria, for increased production of specialised amines and derivatives, which are important constituents in the manufacture of detergents, disinfectants, shampoos, foam baths and industrial foaming agents.

A new £715,000 general-purpose synthetic organic chemicals plant is to be built at Dans Road, Widnes, for the fine chemicals sector of Bush Boake Allen Ltd, an A & W subsidiary, whose products include flavours and fragrances ingredients. The new plant is scheduled for completion towards the end of 1978.

Briefly

Upjohn Co have donated \$2,500 to the American Society of Hospital Pharmacists' research and education foundation.

Elbatainer UK Ltd have moved their head office to the factory at Stewart Road, Kingsland Estate, Basingstoke, Hants RG24 0QH (telephone: Basingstoke (0256) 54345; telex 915613 TYRELA G).

Bayer AG, Leverkusen, recorded sales of DM9,655m in 1976, an increase of 21.4 per cent over the previous year. Of this amount, DM 4,003m (41.5 per cent) were domestic sales and DM 5,652m were outside Germany.

Curtis Laboratories Ltd has been acquired by Somerset Perfumery. The address will be unchanged and the business will be continued as before. The company specialises in the contract manufacture of perfumery products, and particularly aerosols.

SPD Group, general traffic business unit, has been established as a registered company under the name of SPD Distribution Ltd. Mr Bob Beckham continues as managing director and Mr John Cresswell has been appointed sales and marketing director. The company, which is part of the Unilever group, makes over 3m deliveries annually to more than 150,000 outlets, including supermarkets, hospitals, etc.

Appointments

Wella (Gt Britain) Ltd: Mr Rod Jones has been appointed to the new post of technical development manager. He has been with the company for seven years.

A. J. Box & Drivers Ltd: Mr Glynne M. Jones has been appointed depot manager at Sidcup. He was previously with Walker Davis & Co Ltd.

Searle Laboratories: Mr Ronald Martin has been appointed general manager, responsible for the pharmaceutical marketing and medical departments and related staff functions in the UK, the Netherlands and Eire. Prior to this promotion he was marketing director.

Unichem: Mr Gordon Pairman has been appointed to the sales force and will be responsible for customers in the Edinburgh area and east Scotland. He is already known to many pharmacists in Scotland as he had previously been with Unichem as a transport supervisor.

Farley Health Products Ltd: Mr Malcolm Delory has been promoted to assistant marketing manager, retaining responsibility for the marketing planning of the company's food products. Mr David Cadwallader has been appointed marketing planning manager OTC products. He joined the Glaxo group in 1964.

Thorn Lighting Ltd: Mr Peter Strudwick has been appointed UK divisional manager and Mr Derek Bruin international divisional manager. Mr Clive Salmon is now UK sales manager co-ordinating the specialist photographic representatives in the field and with special responsibility for television and film studio accounts.

Lilly Industries Ltd: Mr Paul Harvey has been appointed director of manufacturing operations at the Basingstoke factory in succession to Mr F. A. Schollett who is to return to the Indianapolis headquarters. Mr Harvey has been with Eli Lilly for ten years, and for the last two years has been pharmaceutical production director at Basingstoke.

Spillers Foods Ltd: Mr Tony Harvey, formerly sales director, has been appointed sales and marketing director, and Mr Graham Robson is now general sales manager with specific responsibility for national accounts and the field sales force. Mr Jon Delap has been appointed to the new position of sales and marketing services manager. Mr Colin Hession is now marketing controller (branded products) and is succeeded as marketing manager, pet foods, by Mr Robert Jones.

Ortho Pharmaceutical Ltd: Mr James S. Gray and Mr Alan Hearn have been appointed to the new positions of executive director (finance and operations) and marketing director (export development), respectively, and Mr Donald K. Wemlinger has been appointed director of marketing. Mr Gray joined the company in 1973 as finance director, and Mr Hearn became a member of the sales and marketing staff in 1959. Mr Wemlinger joined Ortho Pharmaceutical Corporation in Raritan, New Jersey, in 1970 and immediately prior to his new post was group products director.

Market News

English oils scarcer

London, April 13: English distillers of essential oils are still having difficulty in getting their raw materials such as aromatic seeds and spices in the quantity and of the quality they would like. By the time the process is completed the cost of the resulting oil often makes it a non-commercial proposition. As this position has obtained for many months now the stocks of those oils are either exhausted or very short and high priced. On the import side American peppermint and spearmint are firmer with gloomy forecasts of the 1977 crops due to lack of rain and snow this winter in the Far West growing areas. The effects of the unusually severe frost and snowfalls in Florida this winter on the orange crop caused a sharp rise in orange oil prices. Dealers, however, believe the extent of the price rise was overdone as the fruit crop is now expected to be no less than in 1976. *Arvensis* peppermint was very active during the week. Higher prices in Brazil sent spot rates up from £5.90 kg to £6.35 and Chinese rates were adjusted upwards in sympathy.

Trading in other sectors of the market this week has been restricted because of the long Easter holidays. The lower interest rate charged by banks together with the steadier tone of sterling should help business in the weeks ahead.

In crude drugs balsams, benzoin, hydrastis and sarsaparilla were dearer. Lower were cascara, cherry bark, ipecacuanha, lemon peel, white pepper, and witchhazel leaves were easier.

The expected rise in price of magnesium sulphate at the beginning of the month has not taken place. The former price is now expected to remain during the second quarter.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots, £0.64½ kg.
Amylobarbitone: Less than 100-kg lots £9.08 kg; sodium £10.56.

Bismuth salts: £ per kg

	50-kg	250-kg
carbonate	9.80	9.75
salicylate	8.15	—
subgallate	8.65	—
subnitrate	8.87	8.80

Brucine sulphate: £45.00 kg.

Butobarbital: 50-kg lots £11.84 kg; sodium £13.01.

Butobarbitone: Less than 100 kg, £11.24 per kg.

Calcium carbonate: BP light 125 metric ton.

Calcium gluconate: £1,420 per metric ton.

Calcium pantothenate: £7.29 in 25-kg lots.

Choline: (500-kg lots) bitartrate £2.25 kg.

dihydrogen citrate £2.08.

Cyanocobalamin: £3.48 g; £2.48 g in 100-g lots.

Cyclobarbitone: Calcium £11.29 in 25-kg lots.

Dextromethorphan: £159.92 kg in 5-kg lots.

Homatropine: Hydrobromide £90.20 kg; methylbromide £102-both in ½ kg lots.

Hypophosphites: £ per kg

	12½-kg	50-kg
Calcium	3.07	2.94
Iron	5.72	5.58
Magnesium	4.87	4.48
Manganese	6.12	5.72
Potassium	4.20	4.06
Sodium	3.48	3.14

Magnesium carbonate: BP per metric ton—heavy

£570; light £410.

Magnesium dihydrogen phosphate: Pure £1.7989

kg in 50-kg lots.

Magnesium hydroxide: (metric ton) BPC light

£1,140; 28 per cent paste £410.

Magnesium sulphate: BP £115 metric ton delivered

UK; commercial £98.00; exsiccated BP, £228.

Methadone hydrochloride: Subject to Misuse of

Drugs Regulations, £1.33 per 5-g.

Nicotinic acid: £3.70 kg (50-kg lots).

Opiates: £ per kg in 1-kg lots; subject to

Misuse of Drugs Regulations—Codeine alkaloid

£541 to £550 as to maker; hydrochloride £473-

£488; phosphate £413-£420; sulphate £473.

Diamorphine alkaloid £643; hydrochloride £586.

Ethylmorphine hydrochloride £527 to £538. Mor-

phine alkaloid £596-£605; hydrochloride and sul-

phate £488-£496.

Papaveretum: £305 kg; 5-kg lots £300 kg. Subject

to Misuse of Drugs Regulations.

Pentobarbitone: Less than 100-kg £14.69 kg;

sodium £15.88.

Pethidine hydrochloride: Less than 10-kg lots

£34.69 kg. Subject to Misuse of Drugs Regula-

tions.

Phenobarbitone: In 50-kg lots £10.8 kg; sodium

£11.91.

Phenylephrine hydrochloride: From £80.00 kg

according to quantity.

Pholcodine: 1-kg £452 to £457 as to maker; 60-

kg lots £415. Subject to Misuse of Drugs Regula-

tions.

Phthalylsulphathiazole: 50-kg lots £1.60 kg.

Physostigmine: Salicylate £1.00 per g; sulphate

£1.28 100-kg lots.

Pilocarpine: Hydrochloride £257 per kg; nitrate

£253.

Pyridoxine: (Per kg) £25.64; 5-kg £24.64; 25-kg

£24.14.

Quinalbarbitone: Base and sodium in 25-kg lots

£13.91 kg.

Sodium pantothenate: (Per kg) £14.42; £13.42 in

5-kg lots.

Strychnine: Alkaloid £60.00 per kg; sulphate and

hydrochloride £45.00 kg. 5-10 kg lots, nominal.

Succinylsulphathiazole: £487 kg (50-kg lots).

Sulphacetamide sodium: BP 7.25 kg for 50-kg.

Sulphamethizole: £6.71 kg in 1,000 kg lots.

Sulphaquinoxine: BVetC in 50-kg drums £8.05

kg; sodium salt £9.10.

Crude drugs

Balsams: (kg) Canada £11.45 spot; £11.30, cif

for shipment. **Copaiba:** BPC £2.05 on the spot;

£1.95, cif. **Peru:** £6.35 spot; £6.25, cif. **Tolu:**

£3.85 spot.

Benzoin: BP £91.00-£92.00 cwt spot; £91.00, cif.

Cascara: £995 metric ton spot; £980, cif.

Cherry bark: Spot £735 metric ton; £700, cif.

Cinnamon: (cif) Seychelles bark £470 metric ton,

cif. Ceylon quills 4'0" £0.72 lb.

Cloves: Zanzibar £4,000 metric ton, cif.

Ginger: (ton, cif) Cochin £1,300. Jamaican (spot)

£1,500 nominal. Indonesian £1,000. Nigerian split

£850 (spot); shipment £830, cif. peeled £1,050

nominal; Sierra Leone £1,125.

Henbane: Niger £1,050 metric ton spot; £1,000,

cif.

Honey: (per metric ton in 6-cwt drums, ex-ware-

house) Australian light amber £695; medium

£668; Canadian £690; Mexican £642.

Hydrastis: (kg) £9.45 spot; £9.35, cif.

Ipecacuanha: (kg) Costa Rica £4.55 spot; £4.45,

cif.

Lemon peel: Unextracted £1,300 metric ton spot;

shipment £1,250, cif.

Menthol: (kg) Brazilian £10.25 spot; £10.00, cif.

Chinese from £12.50 duty paid; £10.85, cif.

Pepper: (ton) Sarawak black £11.655 spot; £11.545,

cif. White £11,805 spot; £11,695, cif.

Sarsaparilla: Shipment £1,800 metric ton, cif.

Seeds: (metric ton, cif) **Anise:** China star

forward £725. **Caraway:** Dutch £970. **Celery:**

Indian £580. **Coriander:** Moroccan £660; Indian

£495. **Cumin:** Egyptian £515, Iranian £535. **Dill:**

Indian £265. **Fennel:** Egyptian £230. **Fenugreek:**

£150. **Maw:** £1,170.

Witchhazel leaves: Spot £2.55 kg; £2.20, cif.

Coming events

Monday, April 18

Enfield Pharmacists' Association, Chase Farm

Hospital postgraduate medical centre, at 7.45 pm.

"Lea Valley Regional Park Authority".

Epsom Branch, Pharmaceutical Society, Downs

Club, Cotswold Road, Sutton, Surrey, at 8 pm.

Annual meeting.

Medway Branch, Pharmaceutical Society, Strood

health centre, Gun Lane, Strood, at 8 pm. Annual

meeting and films.

North Metropolitan Branch, Pharmaceutical

Society, School of Pharmacy computer unit,

Presbyterian annexe, Wakefield Street, London

WC1, at 8 pm. Mr K. Long (NPA planning

consultant) on "Pharmacy layout"

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Pharmaceutical Society of Great Britain. Symposium on intravenous fluids, 1 Lambeth High Street, London SE1 7JN, June 2, at 9.30 am (fee £10). Applications to Mr R. E. Marshall, department of pharmaceutical sciences, by May 23.

American Society of Pharmacognosy. Annual meeting, with papers on natural products chemistry, Olympic Hotel, Seattle, Washington USA, August 11-13. Details from Dr Carlton E. Turner, School of Pharmacy, University of Mississippi, Mississippi 38677.

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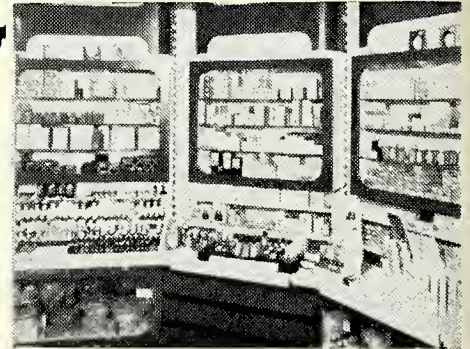
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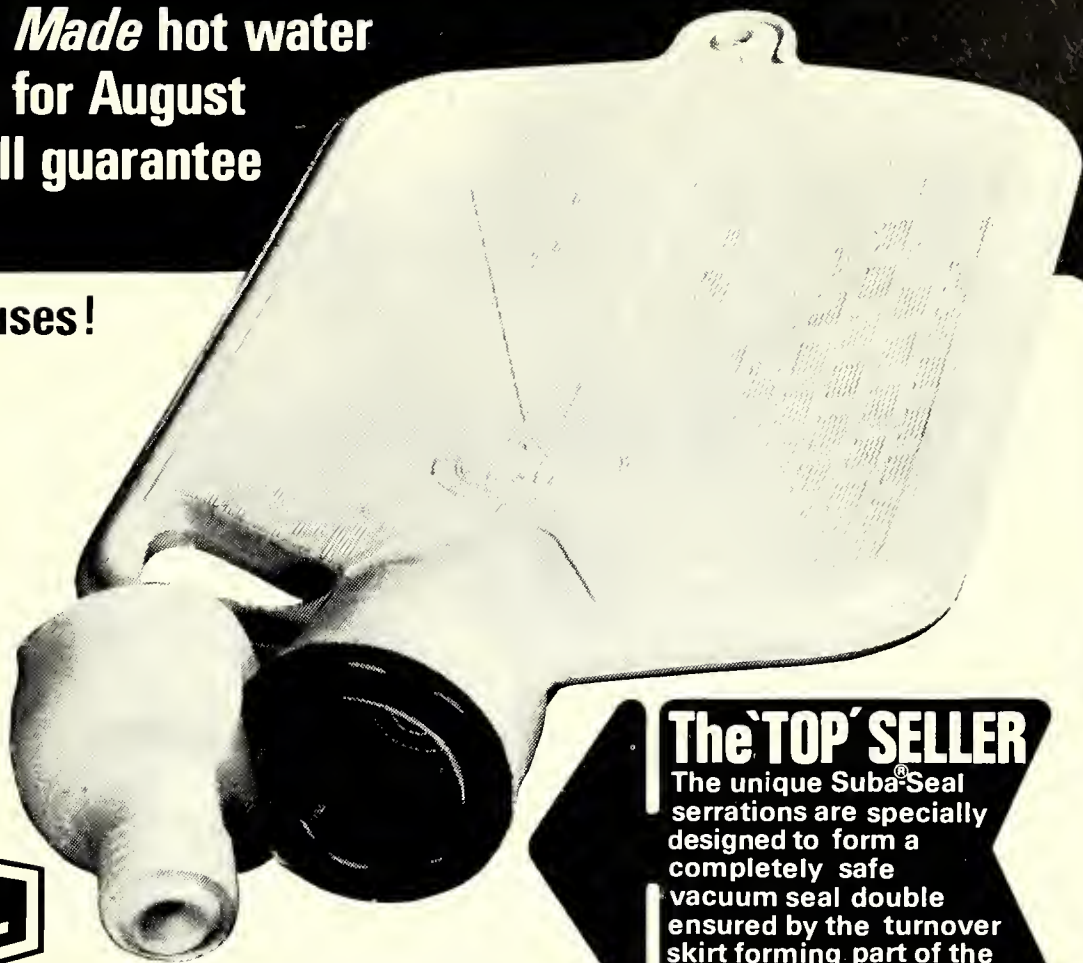
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